

# Cross-gender brand extension strategy in the beauty industry context

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## Abstract

**Title:** Cross-gender brand extension strategy in beauty industry context.

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In the pursuit of business leadership, companies are willing to enlarge their market share by attracting new customers. For this reason, one of the strategies which are widely used is the cross-gender brand extension. It implies extending the consumer target of traditionally male's or female's brands toward the opposite gender. The purpose of this thesis is to look at this strategy in the beauty industry context. It is a particularly challenging environment for applying the above concept because the whole industry has been associating and focusing on women for many years. The goal of the paper is to understand what are the key factors that ensure success and acceptance of the cross-gender extension. Using secondary data analysis from different scientific papers and primary data collection via an online survey as the main methodological tools, it was found out that, in general, women tend to accept extensions more favorably comparing to men, in the same time their willingness to pay is higher than men's one. Moreover, gender role stereotypes still play a crucial role for acceptance and by now remain traditional, this should be taken into consideration for developing communication strategies. Even though the gender-neutral trend is spreading, consumers would prefer products or brands which can be associated with a particular gender. All this suggests that the cross-gender brand extension strategy as a whole is extremely effective and causes a positive response among buyers, even in the beauty industry context.

**Keywords:** Cross-gender, brand strategy, brand extension, the Beauty industry

**Título:** Estratégia de extensão de marca entre gêneros no contexto da indústria da beleza.

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Na procura da liderança nos negócios, as empresas estão dispostas a aumentar as suas market share através da atração de novos clientes. Por esse motivo, uma das estratégias bastante usadas é a extensão de marca entre gêneros. Isso implica estender o alvo do consumidor das marcas tradicionalmente masculinas ou femininas para o gênero oposto. O objetivo desta tese é olhar para essa estratégia no contexto da indústria de beleza. Esta indústria é particularmente desafiadora para a aplicar o conceito explicado anteriormente, visto toda a indústria tem vindo a associar-se e concentrando-se no sexo feminino há muitos anos. O objetivo do artigo é perceber quais são os principais fatores que garantem o sucesso e a aceitação da extensão entre gêneros. Utilizando uma análise de dados secundários de diferentes artigos científicos e uma coleta de dados primários por meio de uma pesquisa online como as principais ferramentas metodológicas, constatou-se que, em geral, as mulheres tendem a aceitar extensões mais favoráveis em comparação aos homens, ao mesmo tempo, as mulheres estão dispostas a pagar mais que os homens. Além disso, os estereótipos de papéis de gênero ainda desempenham um papel crucial de aceitação e, até agora permanecem tradicionais, o que deve ser tomado em consideração no desenvolvimento de estratégias de comunicação. Mesmo que a tendência de gênero neutro esteja a difundir-se, os consumidores preferem produtos ou marcas que podem ser associadas a um gênero específico. Tudo isto sugere que a estratégia de extensão de marca entre gêneros como um todo é extremamente eficaz e causa uma resposta positiva entre os compradores, mesmo no contexto da indústria da beleza.

**Keywords:** Cross-gender, estratégia de marca, extensão de marca, Indústria da beleza

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# 1. Introduction

The beauty industry has always been associated with women, and it was hard to imagine that once men would become equivalent consumers in this market. Recently, men have become to be more engaged in the consumption of different kinds of product from personal care and cosmetics with a motivation not only to meet their hygiene needs but also to manipulate with self-image and increase physical attractiveness.

What can be seen on the market is that the offer for men is proliferating presented by new lines, products, and brands. Companies react to the market dynamics and apply **cross-gender brand extension approach**. This technique presumes to use the existing brand to target the opposite gender segment.

*How to ensure consumer acceptance and increase purchase intention of cross-gender product extension strategy in the beauty industry?* – this is the research question of this thesis.

In order to answer this question, first secondary data were collected and it is presented in the literature review chapter. This help with formulating six hypothesis and constructing the survey for collecting primary data.

To come up with conclusions all the data was analyses in SPSS software and the results are presented in the end of this paper together with managerial implications.

During working on study, it is appeared that some limitations and potential betterments that should be included for the further developing of the topic.

## 2. Literature review

The chapter is aiming to outline studied information and literature review regarding cross-gender brand extension topic in the beauty industry. Two main parts divide this chapter. The first one is an overall observation of current market situation and trends in the beauty industry touching on aspects of genders roles, stereotypes in marketing communication. The second part is the theory basics that were extracted from the leading marketing journals and used to study the topic of the thesis. Contribution of outstanding examples from the market and real companies' practices are used to support theoretical arguments.

### 2.1 Beauty industry market

The beauty industry is a broad concept that includes cosmetology, plastic surgery, salon business, and cosmetic industry. In this paper, the focus is done on cosmetics and personal care market, which consists of skincare, haircare, decorative cosmetics, perfumes, personal care products, and oral care. This definition is given in the cosmetics & personal care market report of Statista (2019).

#### 2. 1. 1 Current situation and trends

The cosmetic market is steadily growing as there is boosting consumer demand. Thus, in 2018, the market grew by 5,5% on a global scale compared to the previous year and generated US\$414 billion in revenues worldwide (Statista, 2019). Skincare, haircare, and make-up products are the leading categories in the cosmetic market (Statista, 2019). Moreover, decorative cosmetic is expecting to obtain the highest growth (+15% in sales) in the next five years. Vital beauty industry manufactures that shape the market are L'Oréal with the revenues of US\$31,2 billion, followed by Unilever, Estée Lauder, P&G (Statista, 2019). Women represent the significant share of the consumers, and they are the main target for marketing communication.

Nowadays, the beauty industry is developing rapidly and sometimes unpredictably. Trends are used to be set by manufacturers, but in modern reality, they appear as a result of an adaptation of the requirements of consumers and as a response to sociocultural changes. There are following trends that should be taken into consideration:

- Eco-consciousness and sustainable development. Eco-friendliness is the third most important factor for 72% of consumers while purchasing cosmetics (Statista, 2017). Peculiar aspects are zero waste policy and reducing water footprint as the production requires much water. For example, the Sweden brand &Other Stories give customers 10% discount if they bring previously purchased packaging for refilling it, or LUSH sells packaging-free products or in a package that is made at least 90% from recycled material.
- According to Statista (2018), health-inspire beauty, green, clean, and natural features are current driving factors for purchase decision and success for the launch of a new product. Besides, as more and more buyers aware of the ingredients and beauty product compositions, manufacturers are forced to be transparent and honest in their policies, striving to be more natural.
- Companies are working a lot on digital engagement. This approach implies using social media as a promotional tool for collaboration with influencers, spreading of e-commerce, working with big data for developing customization and personalization, and using technologies for customer experience enrichment. For instance, in Sephora stores, Color IQ was introduced. It is a scanning skin machine that can analyze tone and suggest suitable products. L'OREAL introduces a Makeup Genius mobile app that allows users to try on make-up virtually.
- Nowadays, "indie beauty brands" can compete with well-established beauty corporations. Such independent market players are represented by brands created by celebrities as Fenty Beauty by Rihanna, KKW Beauty by Kim Kardashian or professionals as Dr. Barbara Sturm. In particular noteworthy is that these types of brands bring to consumers new concepts which often have a special meaning and message to society, personalization, and natural formulas that develop the trend of "clean beauty".
- Diversity and equality, which manifests that the future of the beauty industry is the time when cosmetics do not have any boundaries and made for everyone regardless of gender, race, age and strict beauty prejudices. Researchers confirm: the market is ready to be changed.

## 2. 1. 2 Role of gender in beauty industry.

Especially in the beauty industry gender plays a crucial role. For years, the beauty industry and cosmetics market have been focusing on women. Statistic claims that the purchasing power of women accounts for 85% of all consumers (The Purchasing Power of Women:



Statistics). Therefore, it is an evidence that mothers, girlfriends, or wives often buy for their men cosmetics and personal care products. That is why women, as the primary purchase decision-maker, often receive free samples of male products and advertising campaigns of masculine products targeting not only men but also women. The representative case can be one of the recent marketing campaigns from P&G for the rebranding Old Spice. The main idea was repositioning of the brand from a perception of being a product for older men and grandfathers to become a product for cool and self-confident guys. The main communication target is women. In the first case, advertising is targeting moms of the sons who are growing up and becoming to live "manhood" independently. Even though the son is already an adult, mothers can still find a way to take care and keep the situation under control, while buying Old Spice for her boy.



**Figure 1.** Old Spice campaign “Spray goodbye to boyhood” targeting mothers

<https://www.youtube.com/watch?v=jlpLJptwUc0>

In the next advertising, the message is sent to “ladies”, who want to be their men self-confident, rich and be able to make any dream come true if only a woman will buy Old Spice product for her men.



**Figure 2.** Old Spice campaign “Smell like a man” targeting women

<https://www.youtube.com/watch?v=owGykVbfgUE>

"Despite the fact that the cosmetic industry is traditionally associated with women; there is an increasing demand for cosmetics by men" (Souiden and Diagne 2009, 97-109). The idea of cosmetics, designed specifically for men, is relatively new: in 1985, the first launch of a male product line is considered to be the Biotherm Homme, thus creating a precedent. Though only by the end of the 90s, when the boom of men's lines began among luxury brands, they started talking about the needs of men's skin. In fact, one of the aspects of the gender factor that influences the development of the beauty industry and especially the skincare category are the biological differences and needs of men and women. For example, men's skin is 25% denser than women's skin; usually, it is more porous, and it has a higher tendency to produce sebum. Due to the high production of collagen, the skin of men is aging more slowly. Skin problems are not the same too - pigment spots are the issue of a malfunction of estrogen production and are typical only of women. Hence, compositions of products even from one category as facial care are characterized by a minimal difference in textures, components, and scents. Due to the density and oiliness of men's skin, men's cleansers are usually harder, washing gels often contain exfoliating particles, and tonics have salicylate acid. Moisturizers, on the contrary, are as light and non-sticky texture.

All in all, the offer in the beauty industry has to consider consumers' need difference based on biological sex and has to be satisfied differently. Facial male grooming and feminine hygiene

products are two big categories on the market that meet essential genetic needs and by its nature are positioned and perceived as gendered products and cannot be shifted to the opposite part of consumers. However, there are some neutral categories for common needs, for example, oral care is a category which is not influenced by gender difference, and it hardly possible to find a gendered brand of toothpaste or toothbrush.

Gender can frame the behavior and habits of consumers. One of the current challenges for men cosmetic and personal care producers is to create a need for consumers to use beauty and personal care goods, introduce it to them and educate how to utilize it. The beauty products' regime of use is adapted to male consumption behavior too. Meaning that products are made on an "all-in-one" basis: gel for face and body, hair and body shampoo, shampoo + conditioner - it is considered that the average male consumer finds it difficult to use and buy a particular product for one specific need. Lately, this trend has also spread on female consumers, and they started to reduce their beauty care routine and prefer products that can they can use on the way.

One of the latest, wholly new and up-and-coming trend, is men's make-up. Applying make-up products such as BB cream become to be a daily routine of men of modern generation motivated by the willingness to hide acne or under-eye circles a sleepless night. More noticeable decorative elements also slowly but surely regain their place on men's faces. Rock stars use a black eye pencil not only on the stage but also in daily life. In the new world, make-up is not a proclamation of femininity and not an instrument of seduction, but a simple and effective way of self-expression.

### 2. 1. 3 Stereotyping and social norms slipping into beauty industry marketing communication.

Nowadays, society is used to see consumption patterns, brands' product portfolios, positioning, and marketing communications as the dichotomy of male and female. In the same circumstances, the border among masculinity and femininity is trying to be blurred even though marketing strategies based on gendering theory is one of the reasons that ideas to a reinforcement of gender inequality and support gender-based stereotypes (Arsel, Eräranta, & Moisander, 2015).

Gender stereotypes are simplified, schematized, emotionally clearly colored, stable images of men and women, usually distributed to all members of a particular gender community, regardless of the personal characteristics of individual representatives. Although gender stereotypes contribute to the strengthening of inequality, in advertising, this technique is aimed at achieving a specific marketing goal, because the division into standardized groups allows marketers to more accurately reach a desirable target audience.

Alreck, Settle and Belch approach sex-role stereotyping by researching in order to study brand gendering effects on acceptance and perception of the product by opposite genders. Soap advertising that was represented in feminine and masculine versions to respondents was used as the subject of the experiment, considering the chosen product as neutral gender from the personal care category. It was found out that even women prefer feminine products, they are readier to accept and use masculine ones while men are more likely to respond to the advertisement of the product that conveys “sex-role specificity” (1982).

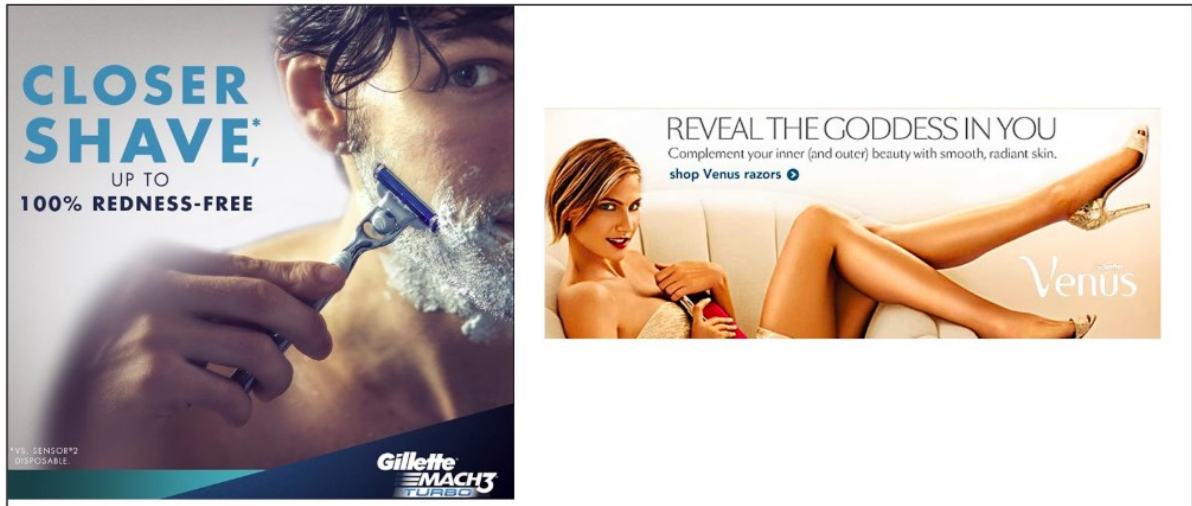
Here is an example from the Brazilian market, where brand Dove Men +Care convey a message to men that “Women’s shampoo is not made for you”. It is referring to the founded insights. Gendered ad with stereotyping is used as a leveraging tool to change consumer perception and somehow, consumer education in shampoo category usage. Also, it specifies that man should use products that represent and stimulate its masculinity and using feminine products by men is somehow not aligned with social norms.



**Figure 3.** Screenshot from Dove Men Care+ Shampoo advertising

<https://www.youtube.com/watch?v=yclM-IPP52w>

In the cosmetic world, especially in the luxury and mass-market segments, gender stereotypes dominate: while women sell sexuality and youth, the main words for the marketing of men's cosmetics are energy and courage. In McNeill and Douglas's research into the purchasing habits of men, many of the male participants explained the importance of the product's functionality rather than the product's ability to enhance their appearance (2011, 448-454). This fact is important for brand cross-gender extension too. It was proved that men are more receptive to extension of functional products rather than symbolic, while the product category doesn't impact women's attitude toward extension (Jung and Lee 2006). Comparison of communication message of razors category of two P&G's brands, Gillette for men and Venus for women, is the bright example of an attempt to attract the attention of different genders by manipulating products' benefits (Figure 4).



*Figure 4. Example of Gillette advertising message for Men and Women.*

Male luxury products are usually packaged in strict bottles of dark shades using are steel, black, blue colors. Masculinity is highlighted by catchy inscription “Homme” or “For Men”, which are usually centered on the package in large and noticeable letters. Often the package is accompanied by some pleasant and eye-catching technical equipment.

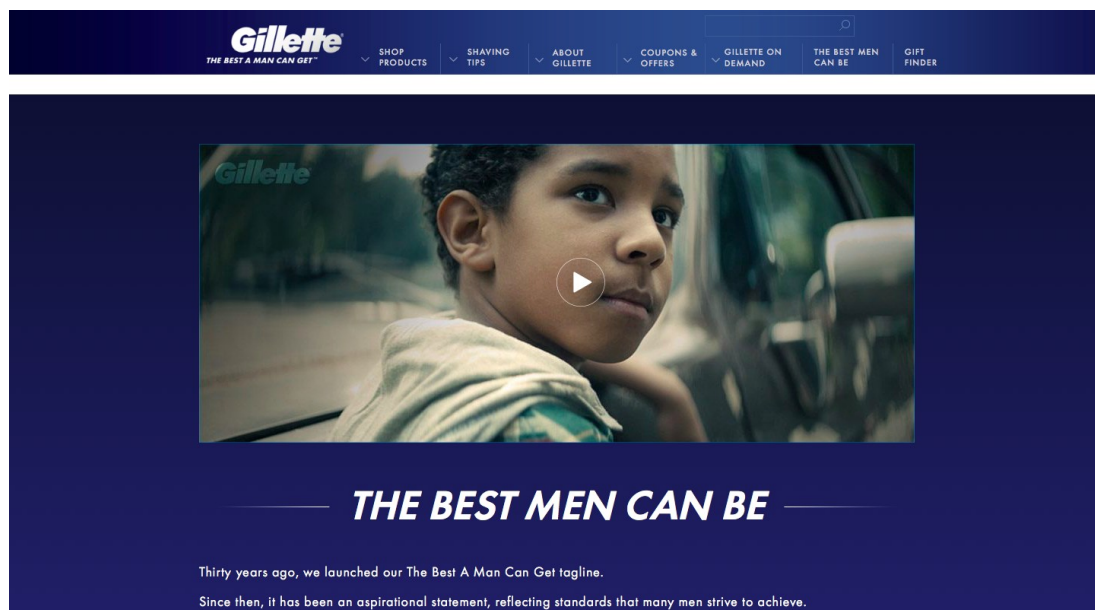


*Figure 5. Examples of packaging of perfume for men.*

In the modern society stereotypes are wanted to be broken and social norms changed and updated. Leading companies with their marketing campaigns and media are working towards it.



"Is this the best a man can get?". This is the question for society in the last advertising of Gillette. This message was perceived negatively by many people, and much criticism was received, blaming P&G in stereotyping modern man to be indifferent, rude, in general, making men look bad. Despite that, with this advertising company had a goal not only to reach its consumers from early ages but remind the society that all the stereotypes about male bullying, sexual harassments, aggressiveness, and apathetic behavior can be changed and there is a positive side of masculine mission in this world.



**Figure 6.** Example of Gillette “The best men can be”.

<https://www.youtube.com/watch?v=koPmuEyP3a0>

One more example of P&G's social mission is the campaign all over the world "What does it mean to do things like a girl?". With this message, P&G aimed to break the idea of perceiving being a girl equal to shame and blur social gender stereotypes representing females as strong, brave, and self-confident sex.



**Figure 7.** Example of world “What does it mean to do things like a girl?”

<https://www.youtube.com/watch?v=XjQBJWYDTs>

In both cases, P&G tries to convey a message that independently from biological sex and aligned stereotypes with it, people should be themselves. They critically present stereotypes using it as a leveraging tool for changing the perception of social norms and blur the borders between genders.

A sensation that caused many emotions in modern society had happened in 2017 when, Manny Gutierrez, a beauty blogger with more than 4 million Instagram followers, became the face of Maybelline New York cosmetics company. Moreover, this was not the first example of the use of men in advertising, traditionally female product – decorative cosmetics. In 2016, the 17-year-old beauty blogger, James Charles, became the face of the brand Covergirl. According to the blogger words, he took part in the project to show that everyone can use cosmetics. Unisex is a current market condition when a trend of universality and egalitarianism is becoming to be manifested in the form of gender-neutral goods and services.

## **2. 2 Product extension strategies and cross-gender.**

Prior to start with the analysis of the topic of this master thesis, it is necessary to clearly define what is meant to be a product extension, what are their critical success factors and what



are the risks, advantages of an extension versus a new product development and how all this can be applied to a beauty industry.

### 2. 2. 1 Product extension as strategic development.

This subchapter is devoted to one of the vital aspects of the branding theory - the strategic development of brands by dint of extension. Referring to the Tauber's Growth Matrix (1981) (Figure 8), it is possible to categorize a firm's growth opportunities based on two dimensions: product category and brand name. Based on this, there are two main approaches for expanding existing offer that can be defined: Brand extension and Line extension.

		PRODUCT CATEGORY	
		New	Existing
BRAND NAME	New	NEW BRAND	FLANKER
	Existing	BRAND EXTENSION	LINE EXTENSION

**Figure 8.** Tauber's Growth Matrix

Noteworthy that there is much confusion in using previously stated terms in academic and practical literature. For the following part of the research, the brand extension would be defined as usage of an existing brand name to enter a new segment with a new product class, while the product line extension is an offering of a new product in the same product category under a well-established brand name (David A. Aaker and Kevin Lane Keller 1990, 27-41).

In order to be competitive, each market player has to make not only many investments but also being focused on meeting the requirements and needs of consumers, even creating, predicting, and surpassing them. If a company wants to succeed and increase its presence in the market, it needs continuously update and present its product range to the market. Extension strategies for growth are up-to-date because in the modern world to do R&D is much easier than going to the market with a new offer promoting it and reaching consumers. Therefore, there is a challenge to choose a suitable strategy for introducing goods, evaluating potential advantages and disadvantages of the extension approach.

Considering benefits regarding efficiency for both brand and line extension, one of the most crucial advantages is significant savings on creating and rising brand awareness from zero and attracting buyers to the first sample of a product. Indeed, the likelihood that a customer will purchase L'Oréal Men Expert cream is significantly higher than new XYZ cream, because he is already familiar with L'Oréal name and its success on the market, while about XYZ he hears for the first time. The results of various studies conducted confirmed that the extension strategy could significantly reduce the cost of launching new products on the market and achieve target trial level. As for effectiveness benefits, developing a brand extension, it is necessary to keep in mind the link and mutual influence of parent and extended products. The more attractive the brand is in the eyes of the buyer, the higher the likelihood of paying extra money for a new product with a familiar name. A successful launch of the extended product version contributes to the brand itself, enhancing it in the eyes of the consumer the whole producer – a creation of mega-brand. Additionally, the extension approach is the type of defense strategy on the market. Protection of the manufacturer from rivals is another advantage of extensions. Bringing an expansion to the market takes relatively little time and can block the way for competitors to enter and serve the market segment where the expansion has appeared (Ambler and Styles 1997, 222-234).

Comparing extension to launching new brands, it is much more efficient and effective to use an existing brand, which is familiar to consumers, to whom they have a high degree of trust and loyalty, with which positive associations can be transferred to a new product.

On the other side, there are risks regarding the extensions itself. A failed launch of an extension can influence perception about parent brands and causes problems with the brand itself. The danger is especially aggravated for price and quality brand perception. Researches state that benefits of extension strategies can be overestimated, in contrary to underestimation of sufficient marketing support and investments that allow expansion to maximize its advantages. Wrong managing of extension strategies can lead to brand dilution, cannibalization, intertwined reputation (Ambler, Styles 1997). An extended brand, for some reason, may begin to attract more consumer attention than marketers had foreseen. However, the cannibalism can be used as a conceived strategic move towards the refreshment of a brand portfolio, which can be beneficial for companies' further growth and marketing opportunities. So, market players should be careful with not permitting "over-extension" to happen.

The strategy of expanding the boundaries of the brand is a crucial stage in the development of the brand and allows to extend its life cycle. The cross-gender extension is one of the modern forms of growth brand strategies. It will be deeply studied further.

### 2. 2. 2 Brand and line extensions based on cross-gender approach.

In general terms, the cross-gender extension technique presumes to exploit feminine or masculine brands to the opposite gender in order to reach new consumers (Jung and Lee, 2006; Ulrich 2013, 794-810).

Gender, as a phenomenon often brings resonance to society. In the marketing field, it concerns not only consumer behavior differentiation based on sexes but also marketing strategies that retailers and manufacturers of “female” and “male” products implement. The study that was conducted by Lieven, Grohmann & Herrmann in 2014 analyzed “the effect of brand gender on brand equity”. It was concluded that a person always prefers brands with a bright sex. Just because he associates his personality with the personality of the brand, taking into account what was said before, marketers should think about how to attract customers, and not scare them away by cross-gender approach.

Both Brand and Line extensions have their critical success factors that help to increase consumer’s acceptance and guide managers while developing extension strategies for cross-gender (Ambler, Styles, 1997).

Three success factors for brand extension:

- The parent brand is perceived to be of high quality
- There is a perception of fit and complementarity among the parent brand and the extension
- The category in which the extension plays is seen as a category in which a high degree of expertise is needed

Three success factors for line extension:

- The brand equity of the parent brand is high and strong

- There already is a similarity in the product portfolio of the parent brand
- There is an appropriate level of advertising and promotion to support the line extension

What is more, in the contrast to stereotyping and social norms, it was found out that neither age, nor sexual orientation have no direct influence of the perception and of products that were cross-gender extended (Ulrich, 2013).

Interesting fact is that comparing retailers price of the products of one category for example shampoo, shower gel or deodorants, it can be noticed that the price for analogue products with the difference of female brand identity cost more than male.

What is more, in contrast to stereotyping and social norms, it was found out that neither age nor sexual orientation has a direct influence of the perception and of products that were cross-gender extended (Ulrich, 2013).

The interesting fact is that comparing retailers price of the products of one category, for example, shampoo, shower gel or deodorants, it can be noticed that the price for analog products with the difference of female brand identity cost more than male.

### 2. 2. 3 The examples of cross- gender extension in the beauty industry

Companies from the beauty industry are actively using and spreading the trend of cross-gender extension. However, it has its peculiarity because as it was noticed before, the primary consumer of cosmetic products are women and all the industry, in general, perceived being feminine. In this section, in order to analyze cross-gender extension strategies, examples from the real market will be represented and discussed.

In the beauty industry, in most cases, the trajectory of extension is female-to-male; this is because men are the new consumers on the market with unrevealed needs for beauty products. L'Oréal has a big product portfolio, and one of them is the brand named as the company L'Oréal. For many years it was the brand with products for women, but at some point, L'Oréal Men Expert product line was introduced. This product category consists of skincare

products that satisfy the needs of men's skin, such as grooming care products. The design of the packaging is appealing to men with colors, and the clue factor, of course, is the “Men Expert” inscription. High brand identity and well-established reputation of L'Oréal made it possible to attract a new segment of consumers using cross-gender extension method.



*Figure 9. Products line for facial male grooming of L'Oréal Men Expert*

There is also a more specific example of developing the cross-gender extended product with the goal to satisfy the needs of the opposite gender due to biological sex differences. Brand extension example from women's hair dye category: L'Oréal created a product for balding men to hide the lack of hair by using special gel or powder.



*Figure 10. Product for masking bald head.*

After the long research for a cross-gender extension of brand with a trajectory of male-to-female, Gillett Venus brand appeared to be one of the rarest and successful example on the market. Originally Gillette is a brand for male facial grooming which is exclusively typical of men because of biological reasons. So, Gillette went extra mile and extended brand to the opposite gender by creating new category product – body shaving foam. What is also interesting, is that Gillette Venus shaving foam was lately again extended to an opposite sex with its product Gillette Body targeting men.



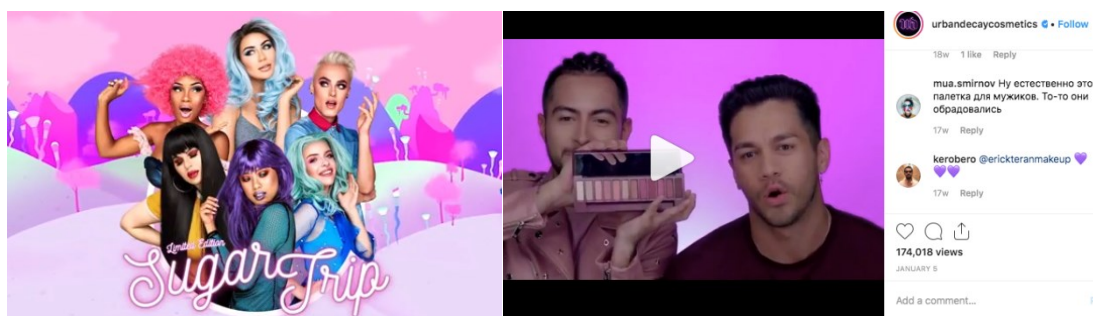
**Figure 11.** *Body shaving foam and razor from Gillette Venus brand*

Chanel has been always considered as a feminine luxury brand transmitting values of feminism. In 2018 Chanel launched its first Boy de Chanel line with 3 products: canceler, foundation and eyebrow pencil developed for men. More and more men enlarge the number of beauty products they use that is why the product categories are not surprising by itself. While the advertising campaign might be perceived as confusing because consumers are used to see the image of a strong and self-confident woman yet elegant as Chanel testimonials, while on Figure 12 we can see that the model that is represent the new line looks very gentle and feminine.



**Figure 12.** *Boy de Chanel Line*

L'Oréal introduced changes in communication strategies for its two-decorative cosmetic brands: Urban Decay from medium-range segment and low-end brand NYX. In the social media and online advertisement for some markets men started to be used as testimonials, pictured on the billboards and take part in tutorial videos. In this case cross-gender brand extension strategy applied only in communication and not in particular brands and products. It is a completely new example on the market, the results of which cannot be measured yet.



**Figure 13.** *NYX Sugar Trip Collection campaign that was used for online communication and in-store banner and Urban Decay product description short video on Instagram.*

One more outstanding trend which contradicts to cross-gender extension but can have direct impact on it is a spreading of gender-neutrality. Gender-neutral brands look less vivid in the eyes of a potential customer. The less clearly defined the target audience, the more difficult it



is to find the right message. Moreover, in many studies claimed that people make preference toward product with easily defined sex. So, it should be studied how this trend interfere in cross-gender techniques.



*Figure 14. Serum by brand “Non-Gender Specific”.*

Concluding this part, first of all, for the beauty industry, it is more common to use line cross-gender extension strategy as an opportunity to grow rather than the cross-gender brand extension. If the brand extension happens, it is usually explained by different biological needs. Some companies try to reach new customers from the opposite gender by extending communication message but having the same product claiming that nowadays it can be used regardless of gender. Or another way is to develop gender-neutral products, which is a response to the dynamics of social norms. There is still time needed to evaluate how the market reacts to this extension. Men becoming to be a consumer of cosmetic and personal care products on equals terms with women, they become to be decision purchase makers for themselves. Cross-gender extension strategies bring opportunities to companies, which operate in the beauty industry market. And in modern reality, this trend acquires new characteristics.



### 3. Research

This chapter is dedicated to the research question of the thesis, hypotheses formulation, and detailed methodology explanation.

#### 3.1 Research Question

By conducting this research, the goal is to answer the main research question: how to ensure consumer acceptance and increase purchase intention of cross-gender product extension strategy in the beauty industry?

The question for this master thesis arose by observing dynamics in the beauty industry market, which has always been characterized by strict gender boundaries, and it has generally been focusing on women. However, current trends and market conditions are changing. What can be seen on the market is that in some categories, such as personal care, cosmetics, and perfumes, the offer for male consumers is growing and becoming more variable. Whereas, products for men in such categories as skincare or makeup are considered to be as novelties. The gendered stereotypes and boundaries are blurring in modern society, and it affects consumer behavior. Nowadays, men are keener on using personal care and beauty products than ever. Companies react to the growing demand for beauty products by implementing a cross-gender product extension strategy and use marketing communication to promote it. The peculiarity of the industry explains the extension trajectory from female-to-male consumers mainly. However, it is necessary to look broadly on the market situation and to take into account women, which also play a significant role in transforming beauty industry market and the shift of targeted segments also influences them.

This research is focusing on several factors that can directly influence the willingness to accept and attitude towards cross-gender brand extension. There are following variables: product extension trajectory (female-to-male or male-to-female), gendered stereotypes and associations, advertisement communication, price and last but not least, a competition of gendered neutral brands.

## 3.2 Hypothesis

While studying the literature regarding the topic of cross-gender product extension strategies, several hypotheses were formulated for being tested in this thesis as they are considered to be specific for the beauty industry context.

H1: Willingness to accept and buy is higher for a product that is extended from male-to-female than male-to-male segments.

H2: Women accept product extension more favorably rather than men.

H3: Men are more favorable for extension of feminine related products if it highlights masculinity or gendered role stereotypes.

H4: Women are more favorable for extension of feminine related products if it blurs gendered role stereotypes.

H5: Women are willing to pay more for the same category of the product comparing to men.

H6: Consumers accept better brands with bright sex rather than neutral gendered products.

## 3.3 Methodology

The first fundamental step was studying, analyzing and summarizing secondary data which was extracted from different recourses such as statistic data from reliable source Statista, articles from marketing scientific journals such as Journal of Marketing, Journal of Product and Brand Management, Advances in Consumer Research and others, and mass media represented by magazines specializing in beauty industry and business. Cross-gender brand extension topic is well studied, but there is no deep dive into the beauty industry context. Moreover, the modern world is characterized by rapid dynamics of development and a fast change of trends, so it is vital to align academic knowledge with practical examples from the real world to ensure up-to-date relevance of this thesis. Literature review played the role of the foundation while constructing the survey.

In order to answer the research question, a survey was used as a quantitative research method. Application of online survey methodology allowed to collect primary data and test the hypothesis.

As the first step of the research, the pre-test was done in order to choose with which products and brands to conduct the core study and to test the hypotheses. Respondents had to provide their associations between gender and presented list of products categories (face moisturizer, anti-fatigue eye cream, shaving razor, shaving foam, anti-aging cream, BB cream/foundation, facial masks, facial cleansers as scrubs and masks) and brands (Head& Shoulders, CHANEL, Gillette, L'Oréal, Tom Ford, Pantene, Gillette Venus). This list was formalized based on market observation and literature review. Based on pre-test results, the decision was made to work with body shaving foam for women branded by Gillette Venus. It is the brightest and one of the rare example of cross-gender extension from male-to-female segment within beauty industry product categories. As for female-to-male extension, CHANEL brand was chosen as wholly associated with the female gender. The limited offer for men characterizes the beauty market. It was needed to create combination: a brand and a product type which are associated with a women's beauty routine. In the same time, the product should be already used by male consumers and potentially will become a widely daily-use product. It turned out to be an anti-fatigue eye cream. So, a new launch of line Boy de Chanel from Chanel was taken as a basement using the original package and added with anti-fatigue eye cream category inscription. The created combination which does not exist yet was designed in the picture which was represented to respondents within the survey and can be seen in figure 15.



**Figure 15.** *Created product of Chanel brand from a new line for men Boy de Chanel Anti-Fatigue eye cream*

The questionnaire was developed, and an online survey was conducted. The survey was carried out using the Qualtrics platform and distributed via anonyms link among university acquaintances in social media networks. Initially, 203 respondents were presented in the sample, then 45 people were deleted because they did not fill out the questionnaires fully. As a result, 158 people were included in the analysis. As the research explores the difference in attitude between men and women, it was necessary to keep the sample with close to equal ratio between female and male respondents. There were no geographic limits for the sample, nor for social status or occupation as there was no direct impact on the research analysis. All in all, the sample can be defined as a convenience sample.

If to look at the survey structure in details it can be seen that the questionnaire consisted of 15 questions and addressed the following aspects in separate but related logical parts: link associations between products, brands and specific gender, attitude towards the cross-gender extension and its perception, willingness to pay and try extended products, reactions to gendered stereotypes and role of gender-neutral brands trend. In order to get reliable results, it was important not to annoy respondents with a lengthy survey but to engage them to answer thoughtfully and not to withdraw during the process.

The survey started with opening words following by the part which was aiming to confirm the assumptions about the associative link between specific gender and studied product categories (shaving foam and anti-fatigue eye cream) and specific gender and brands (Gillette and Chanel). The respondents were directed to imagine that all brands and products can be gendered, and the question was asked in the following way: “What is the gender of ...”. Further, at this point, it was also necessary to present respondents with the combination of cross-gender extension examples: Gillette Venus shaving foam for women and Chanel Anti-fatigue eye cream for men, and ask the same question again. For this reason, visual materials were provided in order to highlight the gender traits of examples under the study. The respondents were forced to choose between male or female gender, and no other options were provided.

The next sector started with a brief explanation of the cross-gender marketing approach. When this concept was revealed to the participants, they were asked to consider two examples, one by one, followed by the same bunch of questions. These extensions were described in words and supported by visuals that were made to pay attention to the transition from parent original brand to extended brand within the shift of the targeted gender segment. The first illustration was an extension of the male-to-female trajectory (Figure 16), and the second illustration is about female-to-male trajectory (Figure 17).



**Figure 16.** Cross-gender brand extension example Male-to-Female trajectory



*Figure 17. Cross-gender brand extension example Female-to-Male trajectory*

Taking as the basis the academic research paper written by Jung and Lee (2006) “Cross-Gender Brand Extensions: Effects of the Brand, Gender of Consumers, and Product Type on the evaluation of Cross-Gender Extensions” 5 points Likert scale was adopted and formed to evaluate nine statements. First, three indicators were: good, pleased, likable aiming to measure attitude toward the extension. Perception of the overall fit of the extension measured by seems logical, makes sense, typical of a brand. Perception of brand image fit is evaluated by how extension conveys the same impression, makes the same statements about users and as practical as parent brand. It was decided to use 5 points from strongly agree to strongly disagree scale instead of 7 points as the majority of respondents take the survey from their mobile phones.

Trialability and purchase intension were examined too. For trialability rate, the indicators were “to try” and “to use on a daily basis”, while the willingness to buy was estimated by whether the respondent would like to buy it for itself or maybe for a beloved one.

In the same section, the respondents were asked to answer how much they are willing to pay for the original parent product version and its extended version. The price range between the first and second example differ because they belong to different price categories. In any case, here, the main goal was to compare the willingness to pay between men and women for the same product.

Next block of the questionnaire was dedicated to gender stereotypes in advertisement communication. In order to test Hypothesis 3 and Hypothesis 4, the new visuals were designed focusing on Chanel product. The respondents were asked to choose which of the presented advertisement they would use for promotion new product of Chanel. To confirm reasoning and evaluate respondents attitude to stereotyping in advertising, every respondent had to choose only one version, which is appealing more and describe it using bipolar matrix table with three opposite characteristics.

The first example showed the original version of the advertisement with the model whose appearance can be described as feminine and sentimental with gentle wrists movements. It contradicts to stereotype of a strong and rough man whose type is usually used for advertisement of products for male consumers.



*Figure 18. Real Boy de Chanel advertising*

For the second type of advertisement example, the picture was taken from Tom Ford original advertisement for men line. Tom Ford extension is considered to be successful in the market, offering a wide range of beauty products for male consumers. It is represented by a very masculine and hairy man with strong movements.



*Figure 19. Designed Boy de Chanel advertising using Tom Ford image*

One of the aims of the study was to understand how the trend of gender neutrality can influence cross-gender approach. Respondents were shown with three options and asked which soap they would prefer: Gender-neutral brand of soap packed in unbiased by gender wrapping, female soap Dove, or soap Dove Men. The idea to use the soap coming out from the research of Alreck, Settle and Belch (1982) where soap conveys to be a personal care product that is equally used by both genders, however, can become gendered using marketing communication.





**Figure 20.** *Three types of soaps: gendered neutral, soap for women, soap for men*

Pre-last part of the survey was used for measuring the level of masculinity and femininity of respondents based on BSRI personal traits metrics using 7 points Likert scale. The short version of 20 traits (10 per each gender) instead of original 60 was used for the reason that it allows to get more accurate results as respondents tend to answer more mindfully if the questionnaire does not burden with its size and complexity.

Current country of residence, age, and gender were asked in the last part for gathering demographic information of the respondents as it claimed to be a product from personal care that is used independently of the gender.

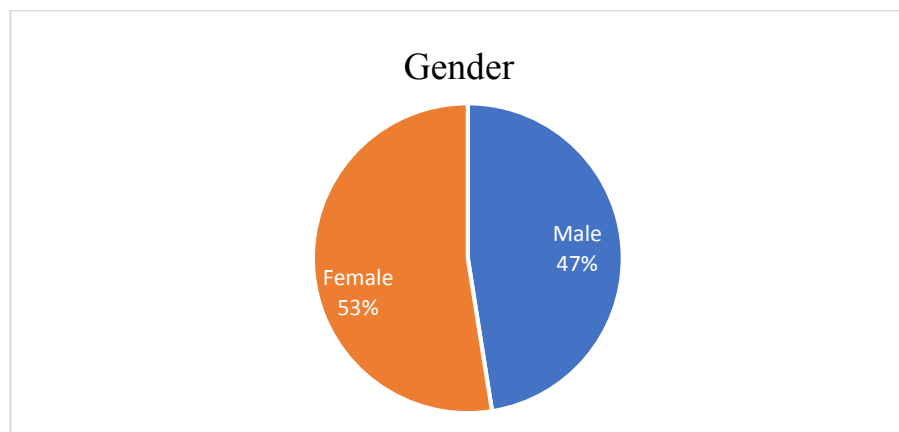
All collected data were analyzed in the IBM SPSS software. The data analysis process and the results are discussed in the next chapter of the thesis.

## 4. Data Analysis and Results

This chapter is exposing all findings and main results based on the gathered data in the conducted online survey.

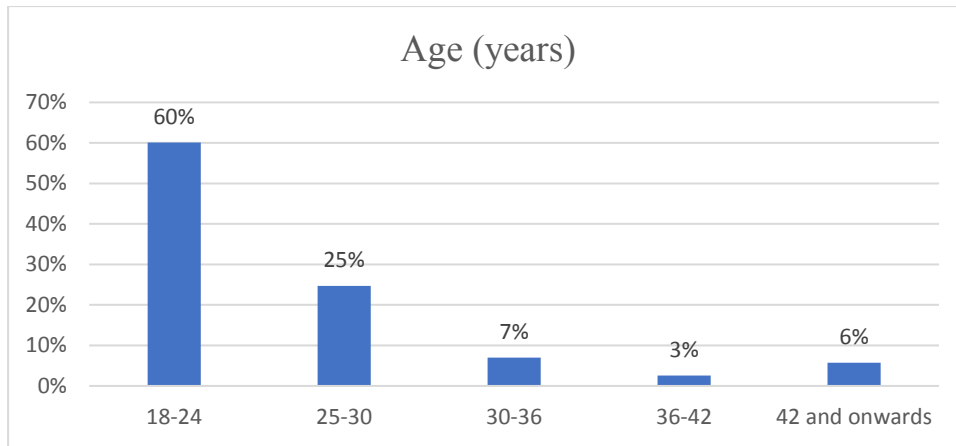
### 4.1 Sample descriptive statistics

The sample consists of 158 respondents, excluding incomplete questionnaires. The distribution between men and women is balanced between 47% and 53% accordingly.



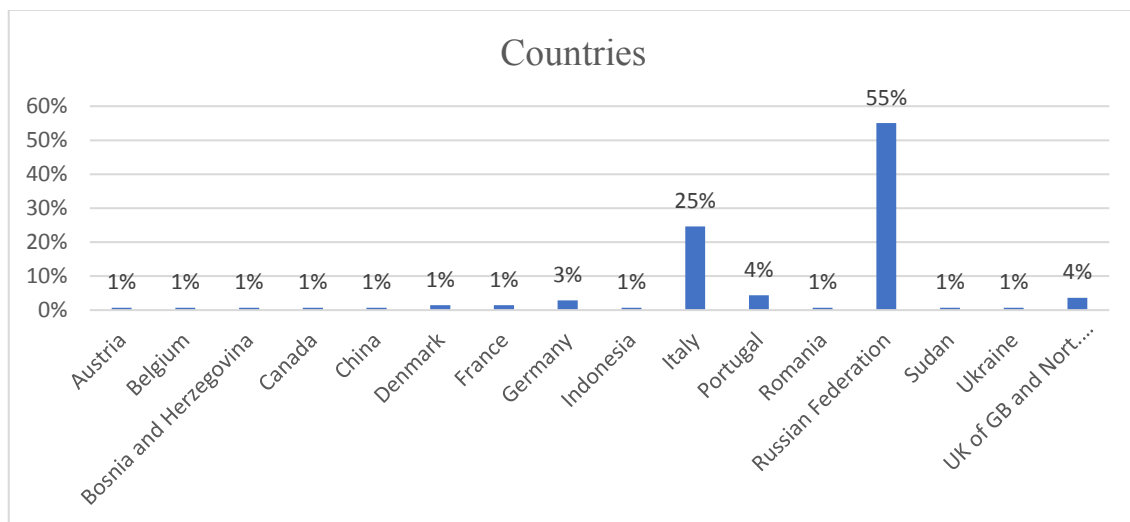
**Figure 21.** Gender distribution

As the survey was distributed among university fellows, 60% of the respondents are aged 18 to 24, followed by the group aged from 25 to 30, making up the group of 25% of the total. All in all, it can be argued that 85% of the respondents in this study belongs to millennials.



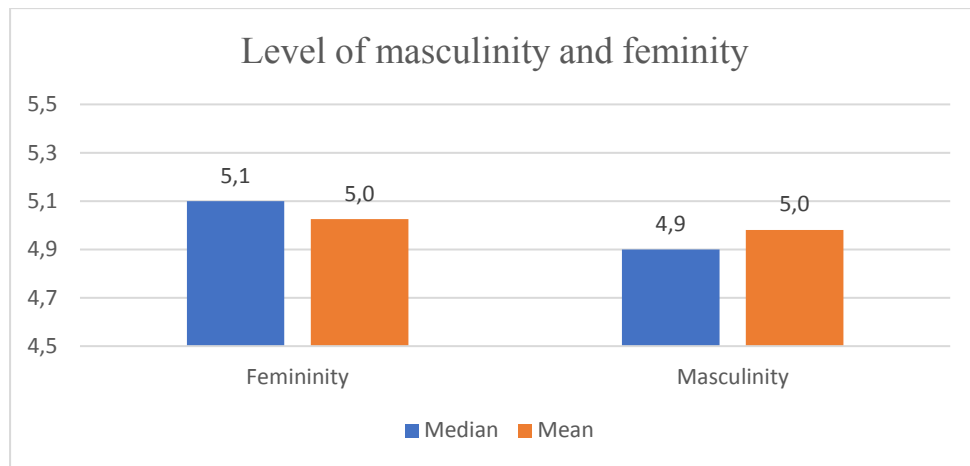
**Figure 22.** Age distribution

For the same reason of the method used for survey distribution, which was already mentioned, the majority of the respondents are from Russia 55% and Italy 25%.



**Figure 23.** Country distribution

The initial idea of the study presumed to have samples based on the level of femininity and masculinity of the respondents. For this reason, the short version of the BSRI study was included in the last part of the survey. However, when the gathered data was analyzed, it was found out that the average value and the median for both indicators correspond to 5 points as can be seen from Fig. 24, Thus, the respondents are characterized by the absence of pronounced masculine or feminine traits, and they are mostly androgynous. After these results, it was decided to divide samples based on the sex: male and female.



**Figure 24.** *Masculinity and femininity level*

## 4.2 Distribution check

Further, various types of analysis were carried out in accordance with the hypotheses and objectives of the study. The distribution normality was preliminarily checked using the Kolmogorov – Smirnov test, which showed that the distribution on most scales differs from the normal one (Table 1).

**Table 1.** Normal distribution test (Kolmogorov–Smirnov test)

	N	Mean (SD)	Sig.
GV – Good	158	1,8 (0,89)	0,000
GV – Pleased	158	2,3 (0,96)	0,000
GV – Likable	158	2,0 (0,94)	0,000
GV – Seems Logical	158	1,7 (0,91)	0,000
GV – Makes sense	158	1,7 (0,83)	0,000
GV – Typical of brand	158	2,4 (0,95)	0,000
GV – Conveys same impression	158	2,6 (1,02)	0,000
GV – Makes same statements about users	158	2,8 (1,04)	0,000
GV – As practical as parent brand	158	2,2 (0,91)	0,000
GV – like to try this product	158	3,1 (1,46)	0,000
GV – buy this product	158	3,1 (1,50)	0,000
GV – use on daily basis	158	2,6 (1,40)	0,000
GV – buy for beloved one	158	2,9 (1,37)	0,000
BOY de CH – Good	158	2,0 (0,92)	0,000
BOY de CH – Pleased	158	2,3 (0,91)	0,000

<b>BOY de CH – Likable</b>	158	2,2 (0,98)	0,000
<b>BOY de CH – Seems Logical</b>	158	2,0 (0,92)	0,000
<b>BOY de CH – Makes sense</b>	158	2,0 (0,91)	0,000
<b>BOY de CH – Typical of brand</b>	158	2,6 (1,03)	0,000
<b>BOY de CH – Conveys same impression</b>	158	2,8 (1,11)	0,000
<b>BOY de CH – Makes same statements about users</b>	158	2,6 (1,06)	0,000
<b>BOY de CH – As practical as parent brand</b>	158	2,4 (1,00)	0,000
<b>BOY de CH – like to try this product</b>	158	3,1 (1,40)	0,000
<b>BOY de CH – buy this product</b>	158	2,7 (1,30)	0,000
<b>BOY de CH – use on daily basis</b>	158	2,6 (1,34)	0,000
<b>BOY de CH – buy for beloved one</b>	158	3,0 (1,47)	0,000
<b>Harsh:Gentle</b>	158	2,7 (1,07)	0,000
<b>Masculine:Feminine</b>	158	2,2 (1,22)	0,000
<b>Strong:Weak</b>	158	2,3 (1,13)	0,000
<b>Femininity</b>	158	5,0 (0,81)	0,200
<b>Masculinity</b>	158	5,0 (0,88)	0,200

This kind of result implies the use of nonparametric methods of statistical analysis - Mann-Whitney test for comparative analysis. However, in the case of comparative analysis, the Mann-Whitney criterion may be inaccurate for samples of more than 100 people. In this regard, a comparative analysis was done on the following basis: Student's T-test for independent samples when comparing the results of respondents of different sexes; Student's T-test for dependent samples when comparing respondents' ratings of products from two different brands. Pearson's Chi-Square criterion was also used for a comparative analysis of nominative variables.

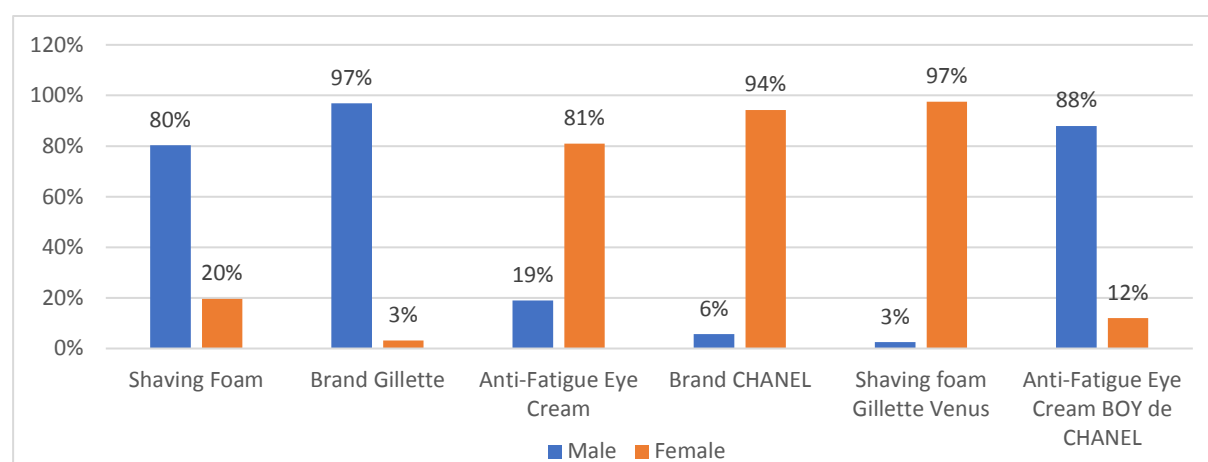
### 4.3 Attitude to cross-gender brand extension strategies in beauty industry among respondents

At the first stage of this study, the following aspects were analyzed: respondents' associations of the gender of certain brands and products, as well as the willingness of respondents to try, purchase and use a product.

The entire sample was initially analyzed. The analysis showed that respondents characterized shaving foam by male gender (80% of respondents), while the Gillette brand is also

associated with male gender (97% of respondents). Anti-Fatigue Eye Cream contrariwise is associated with female gender (81% of respondents) as well as a CHANEL brand (94% of respondents).

At the same time, the combination of shaving foam product and Gillette Venus brand represented to respondents with a picture is perceived as a female gender by the overwhelming majority of respondents, while anti-fatigue eye cream of Boy de CHANEL brand is perceived as a male gender.



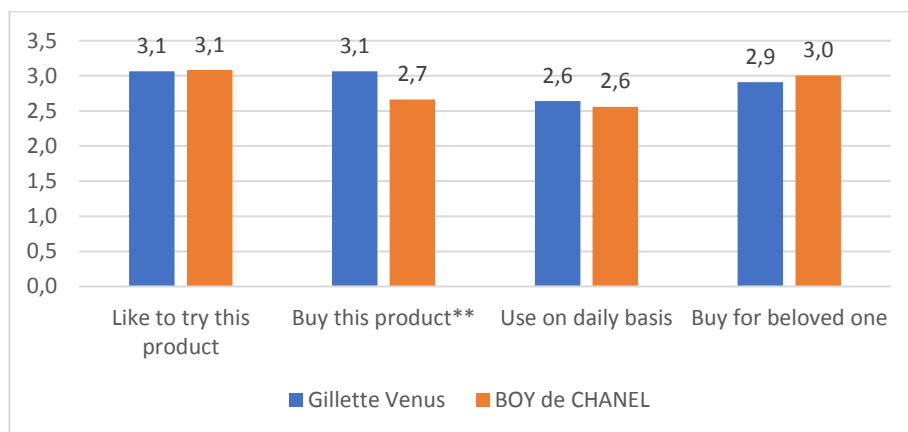
**Figure 25.** Brand and product gender

Thus, despite the association of the Gillette brand with the male gender, the Shaving foam Gillette Venus product respondents associated with exclusively the female gender. Anti-Fatigue Eye Cream BOY de CHANEL is perceived by the respondents as male, although the CHANEL brand was determined as a female.

The strategy of cross-gender brand extension in both cases can be considered successful. Nearly the entire study group is familiar with the products offered and have strong associations with them.

As a next step, the willingness to try, purchase, and use the product was analyzed. The results were compared for products of two brands - Shaving foam Gillette Venus and Anti-Fatigue Eye Cream BOY de CHANEL (Fig. 26-28). Comparative analysis was performed using Student's T-test for dependent samples.

It appeared that, on the whole, respondents at an average level are ready to try and buy both offered products for themselves or their beloved ones (average scores are 2.7-3.1 points out of 5). Meantime, they are somewhat less willing to use these products for daily basis (2.6 points).



**Note:** \*\* – statistical difference significance,  $p \leq 0.01$

**Figure 26.** Level of trialability and purchase intention and usage

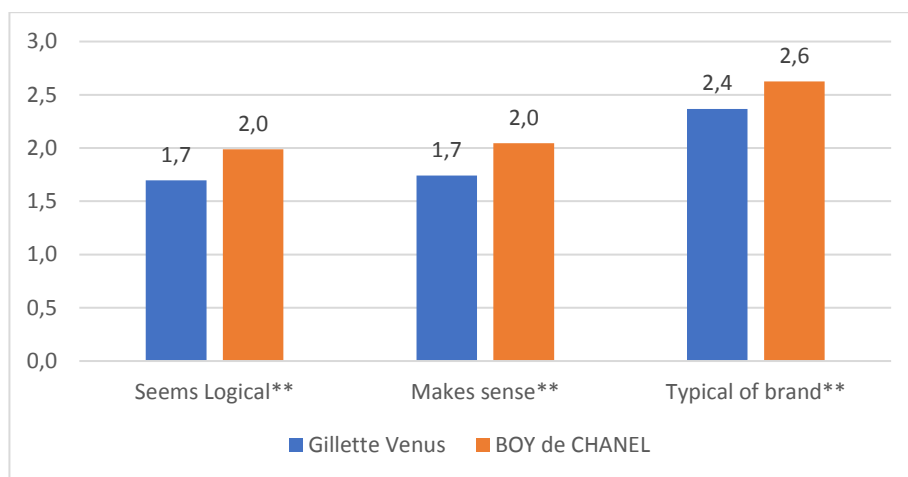
A comparative analysis revealed a significant difference in “Buy this product” indicator ( $p \leq 0.01$ ). Respondents are more willing to buy Shaving foam Gillette Venus compared to CHANEL anti-fatigue eye cream. It can be assumed that the Gillette product is more affordable. On the other hand, perhaps it is more in use among women rather than the CHANEL product among men because it’s a novelty on the market.

Moving to the next research part, the overall fit of an extension was studied according to parameters seems logical, makes sense, typical of the brand. The brand fit of extended product according to criteria: conveys the same impression, makes the same statement, as practical as parent brand.

It should be noted that the scales related to the questions “The extension from Gillette to Gillette Venus / CHANEL to BOY de CHANEL is ...” are “inverse”. That is, a low score on these scales means a high degree of agreement, while a high score, on the contrary, implies disagreement with this statement.

The analysis of Overall fit (Figure 27) showed that respondents consider this extension to be quite suitable for the products they were represented within the survey (average scores of 1.7 and 2.0 out of 5 for indicators that seem logical, makes sense). Moreover, generally typical of the considering brands (average ratings 2.4 and 2.6 out of 5 in terms of "typical of the brand").

A comparative analysis using Student's T-criterion for dependent samples revealed a statistically significant difference in all three indicators ( $p \leq 0.01$ ). All ratings are higher for the product Gillette Venus.



**Figure 27.** *The overall fit of products for different brands*

Thus, we can say that respondents perceive cross-gender brand extension logical; they believe that it makes sense and is suitable for these brands. At the same time, respondents rate the Gillette Venus extension as being more successful with higher overall fit than the CHANEL extension.

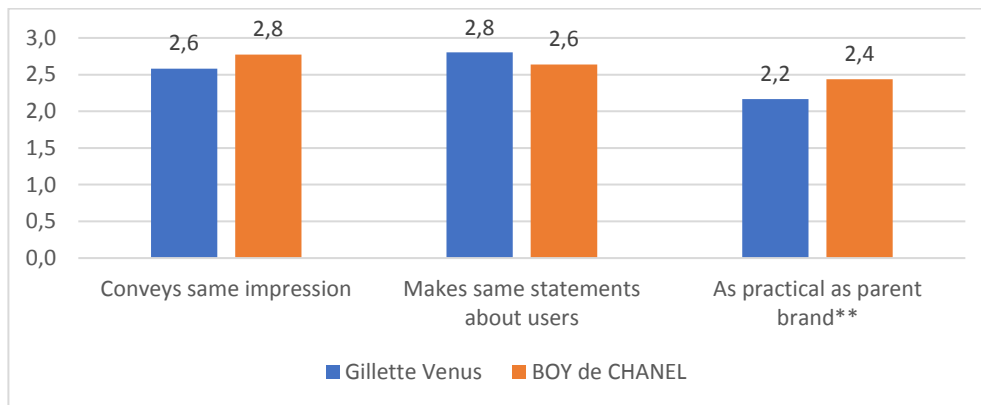
The analysis showed that the Brand fit of the extended examples is also at an average level for both products (the average score for the statement "conveys the same impression", "makes the same statement" is 2.6-2.8 points, and as practical as parent brand is 2.2- 2.4 points). The results are presented in Figure 28.

A significant difference was found on the scale "as practical as parent brand" ( $p \leq 0.01$ ). Respondents believe that the Shaving foam Gillette Venus product is more consistent with the



practicality of the parent brand. Anti-Fatigue Eye Cream BOY de CHANEL is less consistent with the practicality of the parent brand.

In general, respondents are inclined to believe that the introduced brand extension examples create the same impression, makes the same statement, and are as practical as their parent brands.



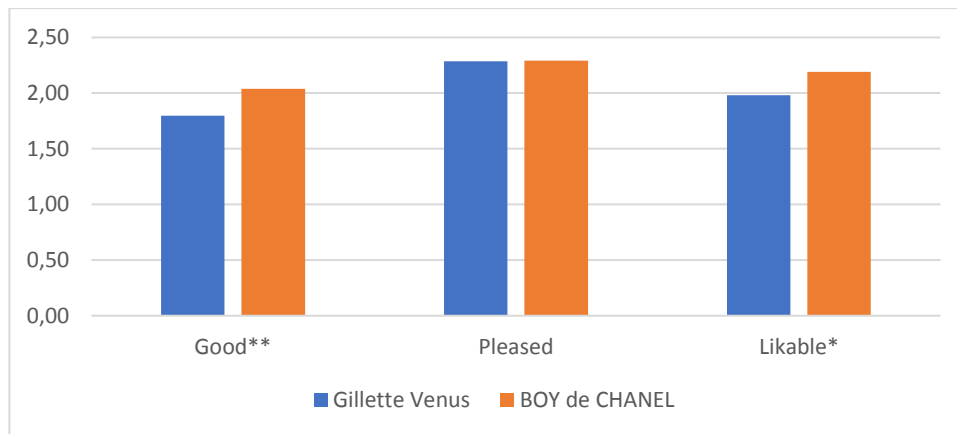
**Figure 28.** *The brand fit of products for different brands*

## 4.4 Testing hypotheses

This part of the thesis is devoted to hypothesis testing.

### 4.4.1 H1: Willingness to accept is higher for a product that is extended from male-to-female than female-to-male

In the frames of this study, the willingness to accept brand extension was determined by the parameters "good", "pleased", "likable". These scales, as already mentioned above, are "reverse". As the null statistical hypothesis H0, the assumption was made that Willingness to accept does not differ for a product that is extended from male-to-female than female-to-male. The test was also carried out using Student's T-test for dependent samples (Fig. 29).



**Note:** \* – statistical difference significance,  $p \leq 0.05$

**Figure 29.** *Willingness to accept an extension for different brands*

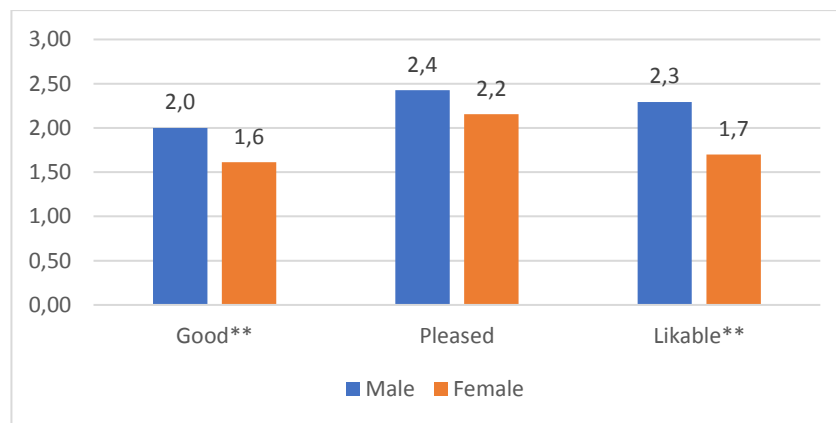
The analysis showed statistically significant differences in the "Good" ( $p \leq 0.01$ ) and "Likable" ( $p \leq 0.05$ ) scales. Both are higher for the Gillette Venus brand. Thus, respondents consider the Shaving foam Gillette Venus product to be better and more pleasant than the Anti-Fatigue Eye Cream BOY de Chanel product. Hypothesis H0 is rejected, hypothesis H1 is accepted. Willingness to accept is higher for a product that is extended from male-to-female than female-to-male.

#### **4. 4. 2 H2: Women accept product extension more favorably rather than men.**

In testing this hypothesis, the aim was to understand whether attitudes toward product extension among men and women differ. It was compared to how respondents of different sexes evaluate new products as a result of brand extension.

As the null statistical hypothesis H0, the assumption was made that there were no differences: Women accept product extension in the same way as men.

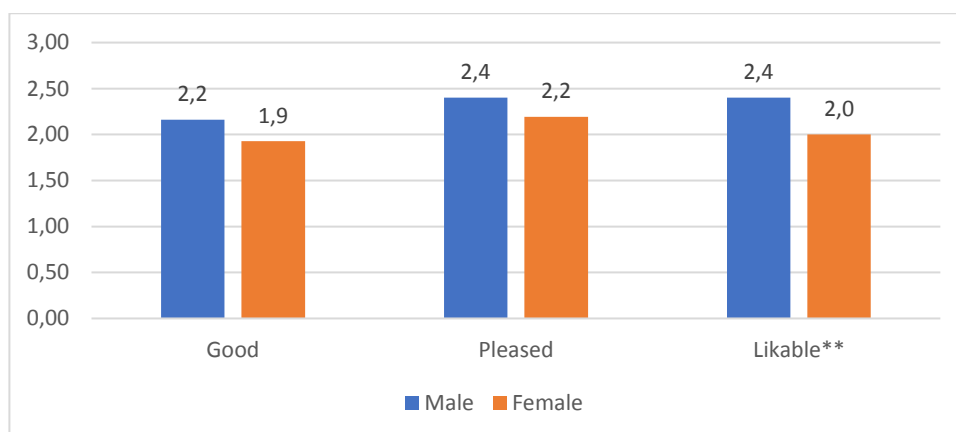
Initially, the "Good", "Pleased", "Likable" results for the Gillette Venus product were compared. A comparative analysis using Student's T-test for independent samples showed that significant differences were revealed on the "Good" ( $p \leq 0.01$ ), "Likable" ( $p \leq 0.01$ ) scales (Fig. 30).



**Figure 30.** *Willingness to accept an extension for Shaving foam Gillette Venus among women and men*

Thus, women are more likely to rate Shaving foam Gillette Venus as a "good" and "pleased" product extension examples compared to Anti-Fatigue Eye Cream BOY de Chanel.

Further, a similar analysis was carried out for a product of the CHANEL brand. A statistically significant difference was found in the "Likable" indicator ( $p \leq 0.01$ ) (Fig. 31).



**Figure 31.** *Willingness to accept an extension for Anti-Fatigue Eye Cream BOY de CHANEL among women and men*

Women tend to find Anti-Fatigue Eye Cream BOY de CHANEL more likable than men.

Thus, regardless of whether the trajectory of extension is male-to-female or female-to-male, women tend to find it more "likable" and, in some cases, "good". They are more positive about brand extension than men.

The hypothesis H0 is rejected; the hypothesis H1 is accepted. The hypothesis that women accept product extension is more favorably rather than men has been confirmed.

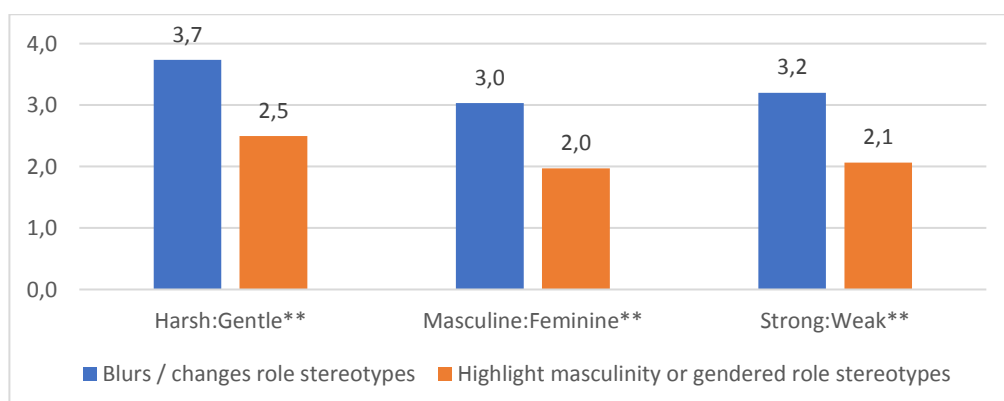
#### 4. 4. 3 H3: Men are more favorable for extension of feminine related products if it highlights masculinity or gendered role stereotypes

Before testing this hypothesis, it was necessary to prepare an analysis of the results of the entire sample as a whole, and also revealed differences based on respondents' gender. Frequency analysis showed that among all respondents, only 19% chose the first option of advertising. The second option was the most popular and preferred by 81%, the one that was showing a more masculine man.

Next, a comparative analysis of the respondents' attitude to the selected advertising was carried out. The answers of respondents who chose the first and second versions of the advertising banner were compared.

Recall that high scores on the Harsh-Gentle scale indicate a man's rating on the advertising image as tender, high scores on the Masculine- Feminine scale indicate a high femininity score, and Strong-Weak scores indicate a man on advertising as a weak. Low scores indicate to opposing characteristics.

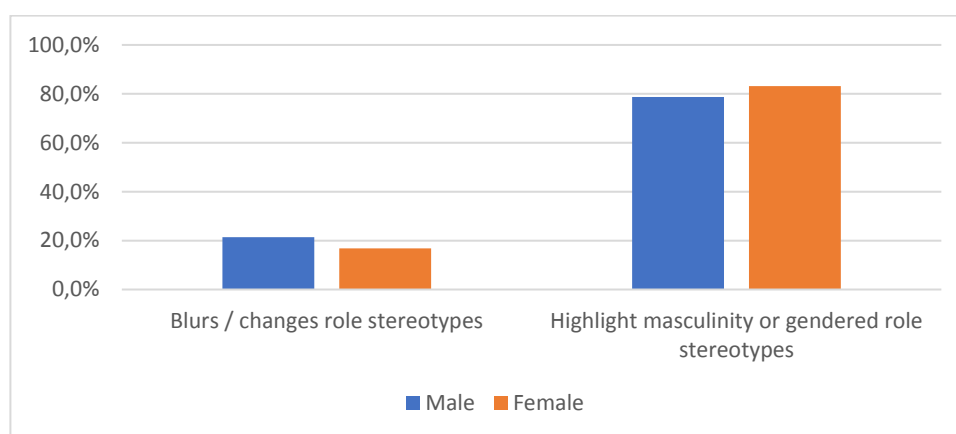
A comparative analysis of the attitude to the selected advertising, conducted using Student's t-criterion for dependent samples, revealed significant differences on all scales: Harsh-Gentle ( $p \leq 0.01$ ), Masculine-Feminine ( $p \leq 0.01$ ), Strong-Weak ( $p \leq 0.01$ ) (Fig. 32).



**Figure 32.** *Attitude to different types of advertisement*

Respondents tend to describe the first example of the advertisement as more tender, feminine, and soft compared to the second examples.

A comparative analysis among men and women showed that both of them equally rarely (20%) chose the first option of advertising and equally often the second (80%). Analysis using Pearson's Chi-square test did not reveal differences in this indicator (Fig. 33).



**Figure 33.** *Attitude to different types of advertisement among male and female respondents*

Analysis of the attitude to the selected advertising among men and women, carried out using Student's T-criterion for independent samples, did not reveal statistically significant differences in the respondents' assessment of both examples of advertisement. The results of the first advertisement are presented in Table 2, and the results of the second one are in Table 3.

**Table 2.** Attitude to different types of advertisement №1 among male and female respondents

	Male	Female	p-value
	Mean (SD)	Mean (SD)	
<b>Harsh:Gentle</b>	3,8 (1,06)	3,7 (0,91)	0,923
<b>Masculine:Feminine</b>	3,1 (1,24)	3 (0,88)	0,876
<b>Strong:Weak</b>	3,4 (0,96)	2,9 (1,07)	0,182

Both men and women are inclined to consider the man depicted in the first photo to be weaker, more feminine, and gentle. On the contrary, the man in the second photo to be more harsh, masculine, and strong.

**Table 3.** Attitude to different types of advertisement №1 among male and female respondents

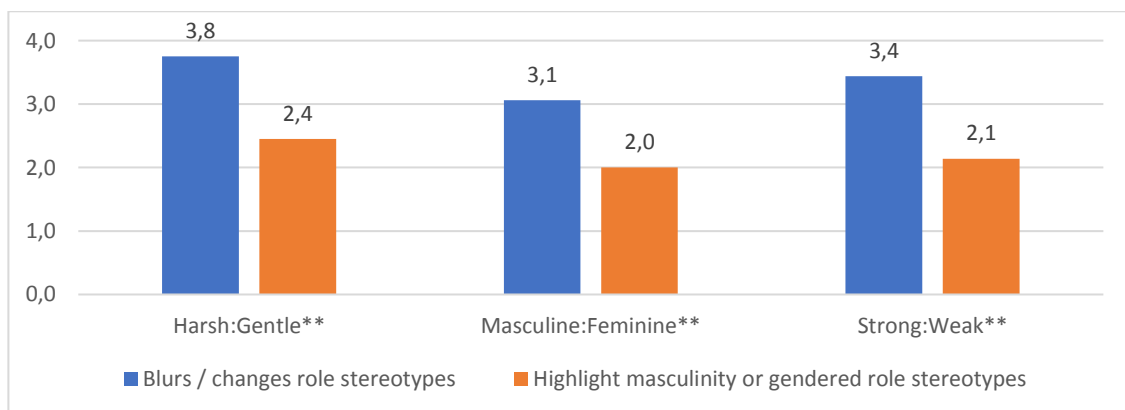
	Male	Female	p-value
	Mean (SD)	Mean (SD)	
<b>Harsh:Gentle</b>	2,5 (0,95)	2,5 (0,95)	0,642
<b>Masculine:Feminine</b>	2 (0,96)	1,9 (1,32)	0,843
<b>Strong:Weak</b>	2,1 (0,83)	2 (1,19)	0,521

Thus, both men and women likewise evaluated the proposed advertising images. They tend to sympathize more with a more courageous, rude, and robust model in advertising of a male product related to the female brand.

The results were examined separately in the group of men and the group of women for testing the hypothesis, which is under consideration.

The null statistical hypothesis H0 was the following: men are also favorable for extension of feminine related products if it highlights masculinity or gendered role stereotypes, as for blurs gendered role stereotypes.

A comparative analysis of the attitude to the selected advertisement within a group of men (using Student's T-test for independent samples) revealed statistically significant differences for all indicators (Fig. 34).



**Figure 34.** *Attitude to different types of advertisement among men*

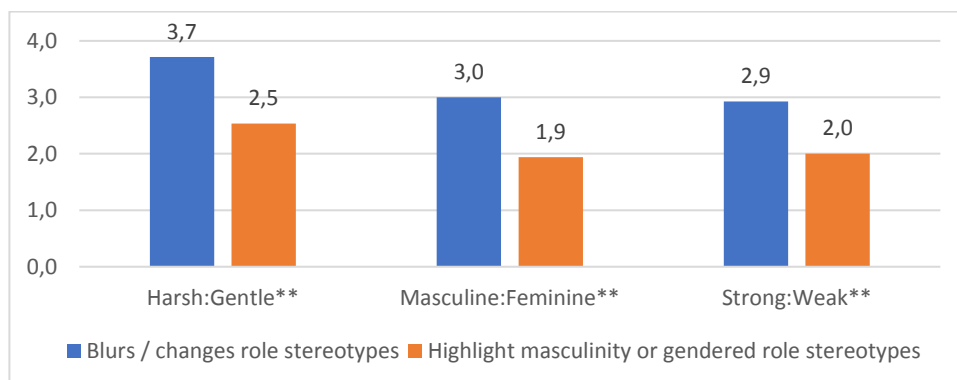
Male respondents tend to describe the man depicted in the first photo to be weaker, more feminine, and gentler. And the man in the second photo was ranked to be more Harsh, Masculine, and Rude. Moreover, as noted above, respondents more often chose the second image. Thus, the statistical hypothesis H0 is rejected; hypothesis H1 is accepted. It can be concluded that men are more favorable for extension of feminine related products if it highlights masculinity or gendered role stereotypes.

#### **4. 4. 4 H4: Women are more favorable for extension of feminine related products if it blurs gendered role stereotypes**

This hypothesis is linked to the previous one. It has been already verified that women more often preferred the second example with a more masculine version of advertising.

Consider this issue more detailed, as the null statistical hypothesis H0, it was assumed that women are also favorable for extension of feminine related products if it blurs gendered role stereotypes, as for extension of feminine related products if it highlights masculinity or gendered role stereotypes.

A comparative analysis of the attitude to the selected advertisement within a group of women (using Student's T-criterion for independent samples) revealed statistically significant differences for all indicators (Fig. 35).



**Figure 35.** *Attitude to different types of advertisement among women*

Women tend to consider the man depicted in the first photo to be weaker, more feminine and gentle, and the man in the second photo to be more masculine, harsh, and strong. Moreover, as noted above, respondents more often chose the second image. Thus, the statistical hypothesis H0 is rejected, and the statistical hypothesis H1 on the presence of differences is accepted. However, these differences do not correspond to the stated substantive hypothesis opposing to it. The hypothesis has not been confirmed.

It was assumed that women are more favorable for extension of feminine related products if it supports / highlight masculinity or gendered role stereotypes, also as men.

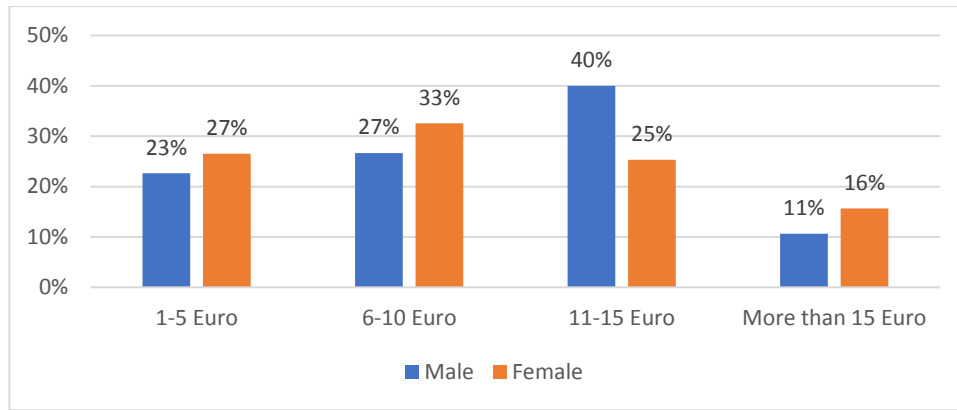
Thus, within the groups of men and women, significant differences are observed in the assessment of the proposed advertising photos, while there were no statistically significant differences between the groups of men and women - both tend to choose pictures of a more masculine, rude and strong man to advertise a male product from a "Female" brand.

Regardless of gender, the first example of advertising caused significantly less sympathy among the respondents and is associated with weakness, femininity, and gentleness, while the second example was liked by 80% of respondents and is associated with strength, masculinity and some rudeness.

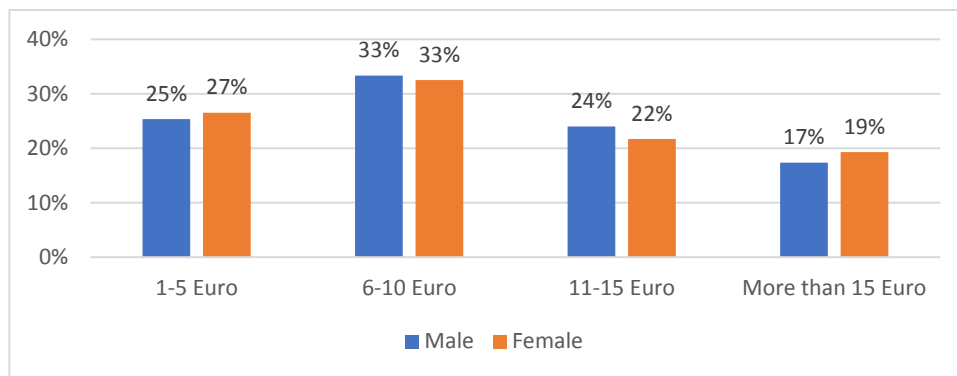
#### **4. 4. 5 H5: Women are willing to pay more for the same category of product comparing to men**

As the null statistical hypothesis H0, the assumption was made that Women are not willing to pay more for the same category of product comparing to men. To test this hypothesis the Pearson's Chi-Square test is used comparing the responses of men and women to the question of how much they are willing to pay for the male or female version of Gillette and Chanel products. The analysis did not reveal statistically significant differences in how much respondents of different sexes are willing to pay for the Gillette brand, regardless of whether it is a male (Figure 36) or female (Figure 37) version of the product.



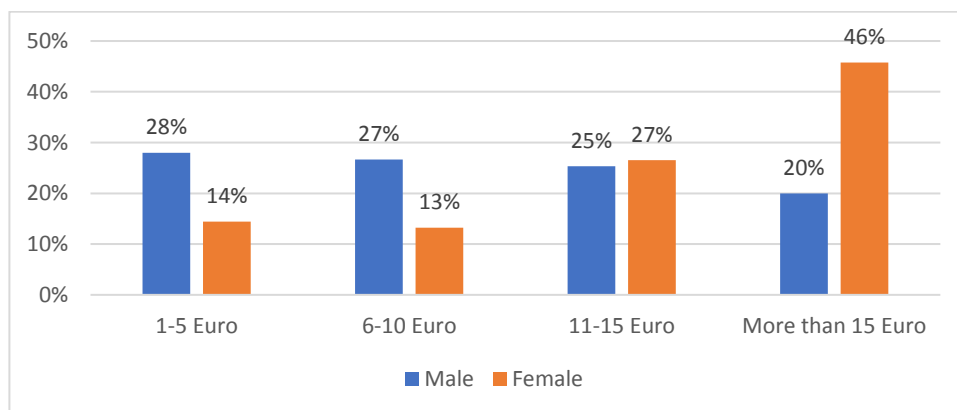


**Figure 36.** *How much are you willing to pay for Gillette – Male version*

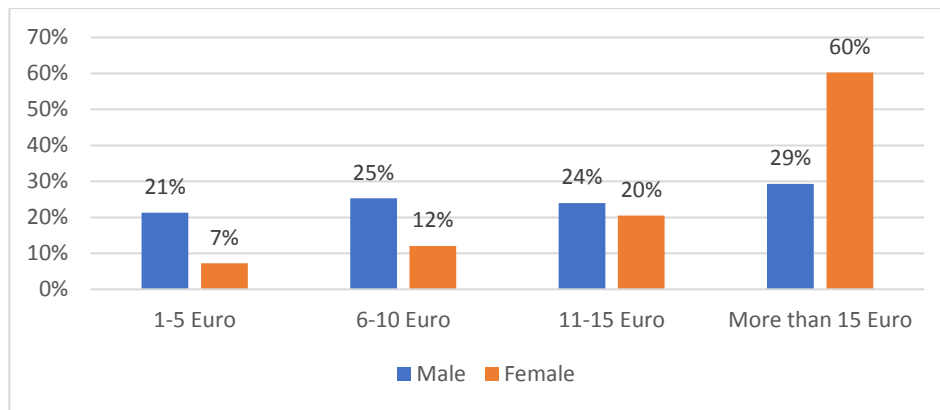


**Figure 37.** *How much are you willing to pay for Gillette – Female version*

However, when evaluating the Chanel brand, it was found out that women were much more likely than men to choose the answer “more than 15 euro”, both for the male ( $p \leq 0.01$ ) and female ( $p \leq 0.01$ ) versions of the product (Fig. 38-39).



**Figure 38.** *How much are you willing to pay for Chanel – Male version*



**Figure 39.** *How much are you willing to pay for Chanel – Female version*

The results are probably since the Gillette brand belongs to a cheaper price category, as a result of which men and women are equally willing to buy it, but are not ready to give excessive money for it. The Chanel brand is more expensive and luxury, and only a small part of men are ready to buy it for a price above 15 euros (20% and 29% are ready to pay such an amount for the male and female version of the product accordingly), they do not consider cosmetic products such a necessary thing. Probably due to the fact that the Chanel brand is feminine, women are ready to spend a larger amount of money on it (46% of respondents are willing to pay more than 15 euros for the male version and 60% for the female version).

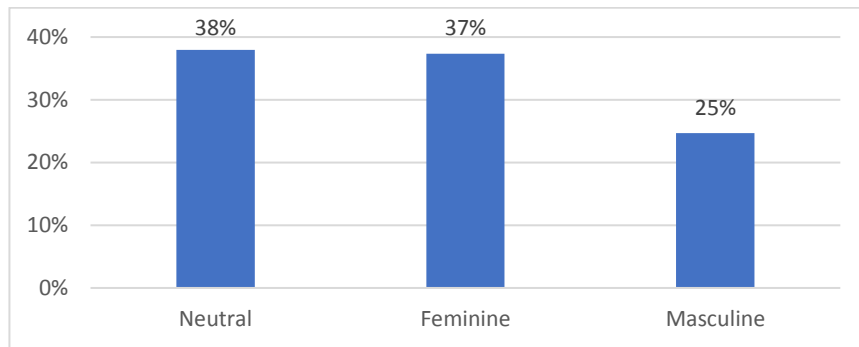
Thus, the statistical hypothesis H0 is rejected, and the statistical hypothesis H1 is accepted. The hypothesis that women are willing to pay more for the same category of the product compared to men has been partially confirmed. Women are willing to pay more for the same type of goods than men, only if the brand is female. It does not matter which is the gender of the product itself female or male.

#### **4. 4. 6 H6: Consumers accept better brands with bright sex rather than neutral gendered products**

As the null statistical hypothesis H0, it was assumed that consumers accept in the same way products with bright sex as neutral gendered products. For the hypothesis test, the respondents were asked what soap they would prefer to buy, and then three soap options were offered represented by pictures: gender-neutral, “female soap” and “male soap”.

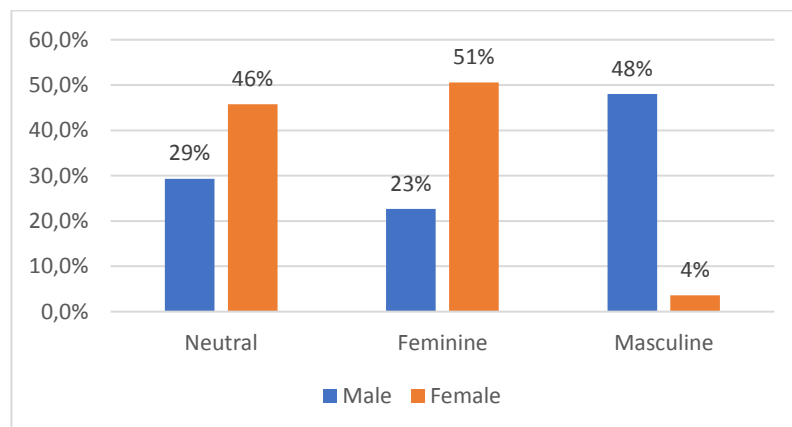
An analysis of the overall results of the sample showed that 38% of respondents would prefer gender-neutral soap, 37% would prefer feminine, and 25% would prefer masculine (Figure

40). Thus, masculine soap turned out to be the least preferred, while the respondents equally evaluated gender-neutral and feminine soap.



**Figure 40.** Which soap would you prefer?

A comparative analysis by gender using Pearson's Chi-square criterion revealed a significant difference in this issue ( $p \leq 0.01$ ). Women are more likely to choose neutral gendered or feminine soap, while men are more likely to choose masculine soap (Figure 41).



**Figure 41.** Choice of different types of soap among male and female respondents

Thus, the statistical hypothesis  $H_0$  is rejected, and the statistical hypothesis  $H_1$  is accepted. The hypothesis  $H_6$  was confirmed. Customers generally prefer a product with a neutral or feminine gender. At the same time, men more often choose masculine products, and women - feminine or neutral. In addition, men are more likely to choose feminine soap rather than women a masculine version.

## 5. Conclusions

### 5.1 Main finding

Shaving foam is more commonly considered as a male product, and Brand Gillette also associated with masculinity. Anti-Fatigue Eye Cream, by contrast, was more likely to be rated as a female product, as was Brand CHANEL. At the same time, the product Shaving foam Gillette Venus is perceived as female, and Anti-Fatigue Eye Cream BOY de CHANEL - as male. The extension of both brands can be rated as successful. The products under the study create the same impression, makes the same statement, and are as practical as their parent brand.

The study found that, regardless of whether the male-to-female or female-to-male brand extended, women tended to find it more likable and, in some cases, better. It confirms that women are more positive about brand extension than men.

Regarding the advertising of a male product belonging to a feminine brand, respondents, regardless of gender, are more likely to sympathize with a more masculine, strong, and harsh image in advertising. Regardless of gender, the presence of a similar product in a man's advertisement, which is perceived as feminine, tender, and weak, causes significantly less sympathy.

An analysis of purchasing power showed that women are willing to pay more for the same category of goods than men, only if the brand is female. It does not matter if the product itself is female or male.

At the same time, buyers generally prefer a product with a neutral or feminine gender. However, when disaggregated by sex, it was found that men more often choose masculine products, and women - feminine or neutral.

All this suggests that the cross-gender extension of the brand as a whole is an extremely effective measure and causes a positive response from buyers, and it has the most significant effect on women when expanding a female brand into a male one. It is also worth considering

that the CHANEL brand is a luxury brand, and this can also determine a great positive reaction to it.

**Table 4.** Results of testing hypotheses

<b>Nº</b>	<b>Hypotheses</b>	<b>Result</b>
H1	Willingness to accept is higher for a product that is extended from male-to-female than male-to-female	Confirmed
H2	Women accept product extension more favorably rather than men	Confirmed
H3	Men are more favorable for extension of feminine related products if it highlights masculinity or gendered role stereotypes	Confirmed
H4	Women are more favorable for extension of feminine related products if it blurs gendered role stereotypes	Not confirmed
H5	Women are willing to pay more for the same category of product comparing to men	Partly confirmed
H6	Consumers accept better brands with a bright sex rather than neutral gendered products	Confirmed

## 5.2 Managerial implications

The cross-gender brand extension strategy is a marketing tool that has to be used wisely in order to avoid negative results. For this reason, managers should know how to ensure consumer's acceptance and increase purchase intention of the cross-gender extended product. This becomes more peculiar when considering beauty industry context.

Firstly, the manager should keep in mind that consumers are able to provide an associative link between products or brands and specific gender. Moreover, regardless of the increasing gender-neutrality trend, people still prefer products or brands which obtain gender characteristics.

Secondly, nowadays, gender stereotypes are blurring and becoming weaker. However, it will take time to disappear and change attitudes towards gender roles entirely. That is why rapid

changes within the cross-gender strategy can harm the reputation of a parent brand and be the reason for the lost opportunity to attract new consumers represented by the opposite brand. The manager should always keep in mind that a parent brand is a valuable asset, and introducing the extension should not harm it. For a while, consumers still will prefer to see a masculine man for the advertisement for male products. Blurring stereotypes in the beauty industry do not mean that men will use feminine products and switch to female brands. Both genders still prefer to see the traditional picture in marketing communications.

Moreover, the best way to leverage stereotypes and social roles attitudes is marketing communication. It is the most crucial and powerful tool to convey the message about the brand, to inform consumers about the extension, etc. The communication strategy for cross-gendered extension brands should be aligned with the overall fit of extension and brand fit.

Thirdly, men are not reluctant anymore to try new beauty products as it was before. So now the challenge for the manager is more about how to retain a male consumer and to deserve loyalty. The focus should be done on consumer education and formalization of new beauty and personal care routine for men.

As it was confirmed that women, in general, are more open-minded toward the cross-gender extension. However, in the beauty industry, it does not have a direct influence on results because of the more realistic extension due to specific of the industry is the female-to-male trajectory. There can be an opportunity to use women in order to reach opposite sex, as it was always before, but here new realities should be taken into consideration as the offer for men is growing and they become more conscious about their need in personal care and beauty products.

### 5.3 Limitations

There are some limitations in this research that are needed to be outlined and taken into consideration for the further development of this topic.

There is a limited number of previous research studies on the cross-gender extension, which is considering the beauty industry context. So basically, the studies that were used are from another spheres and markets where cross-gender strategies were applied. Whereas the beauty industry obtains its specific features, well-established stereotypes, and the issue of consumers' gender is a crucial factor.

As convenience sampling was used, the results are mainly representing the opinion of the millennial generation and mainly two nationalities. Although, people of various age can perceive cross-gender brand extension differently and cultural diversity can affect the results too.

The examples of products of cross-gender brand extension that were used in the survey are from different price segment and product categories. Moreover, only 2 product examples can hardly generalize all the pattern of vast beauty market industry, which includes six categories.

The short version of the BSRI study has been chosen in order not to lose the engagement of respondents while taking the survey. However, the short version of BSRI with 20 characteristics did not allow to divide sample based on the level of masculinity and femininity of respondents as it was planned at the beginning of the study. The majority of the respondents are appeared to evaluate themselves as androgynous, which is maybe can also be seen as the pattern of the modern world where gender boundaries tend to disappear. This fact should also be taken into consideration while using cross-gender extension strategies.

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## 8. Appendix

### Appendix 1 - Pre-Test

13.09.2019

Qualtrics Survey Software

#### Default Question Block

Hello!

This is a quick survey for my master thesis. It will take no more than 2 minutes to complete it.

Thank you!

Do you think brands can be associated with gender?

☒ Yes

☐ No

With what gender you would associate following product category?

Face moisturizer (Facial cream)

☒ Male

☐ Female

Anti-fatigue eye cream

☒ Male

☐ Female

Shaving razor

☒ Male

☐ Female

Shaving foam

☒ Male

☐ Female

Anti-aging cream

☒ Male

☐ Female

BB cream/ foundation

☒ Male

☐ Female

Facial Masks

☐ Male

<https://unibocconi.ca1.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview>

1/3

☐ Female

#### Facial cleansers and scrubs

☐ Male

☐ Female

#### With what gender you would associate following brands?

##### Head & Shoulders

☐ Male

☐ Female

##### CHANEL

☐ Male

☐ Female

##### Gillette

☐ Male

☐ Female

##### L'Oréal

☐ Male

☐ Female

##### TOM FORD

☐ Male

☐ Female

##### Pantene

☐ Male

☐ Female

##### Gillette Venus

☐ Male

☐ Female

#### What is your age?

What is your gender?

☒ Male

☐ Female

Thank you! Have a nice day!

Appendix 2- Pre-Test Results

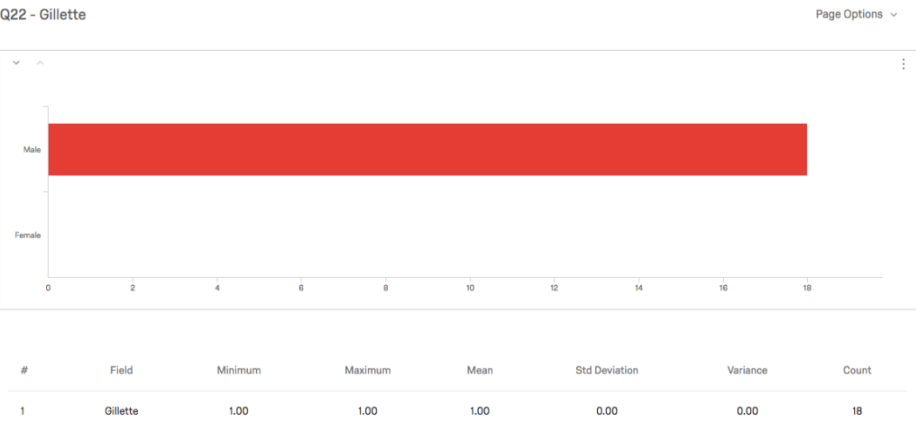


Figure 8.1. Association between gender and brand Gillette

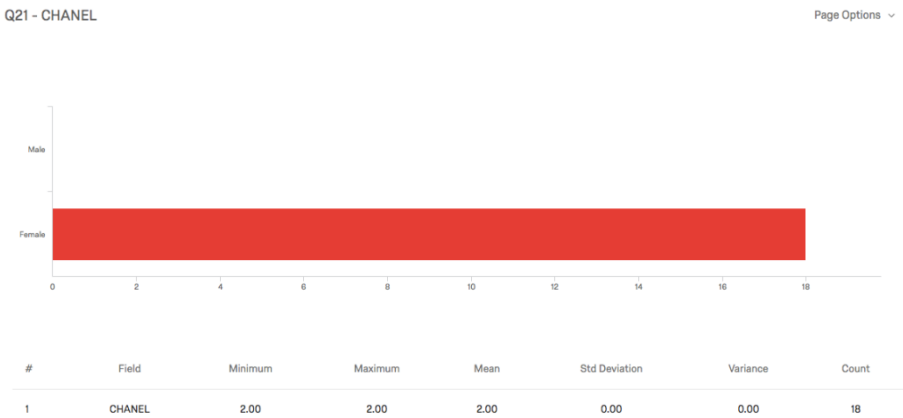
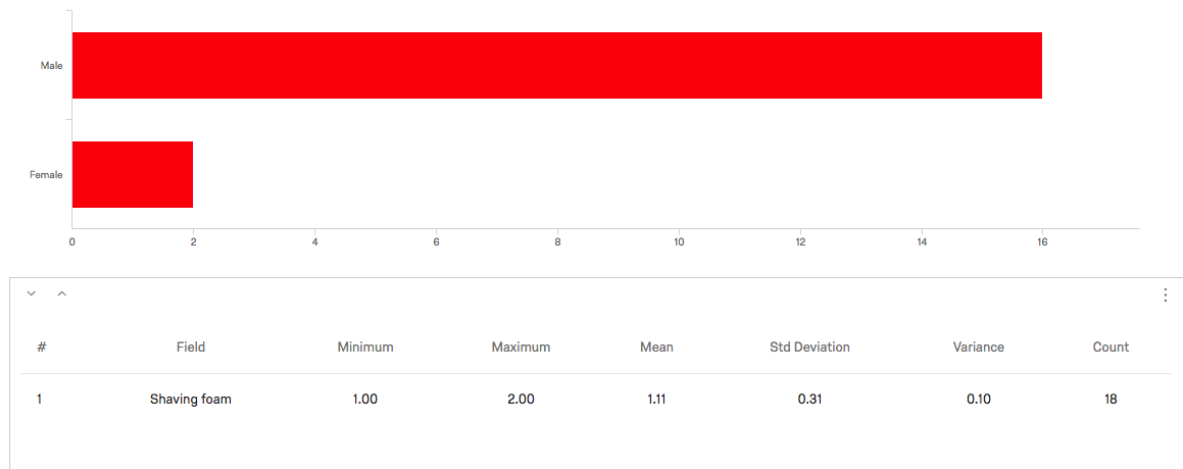
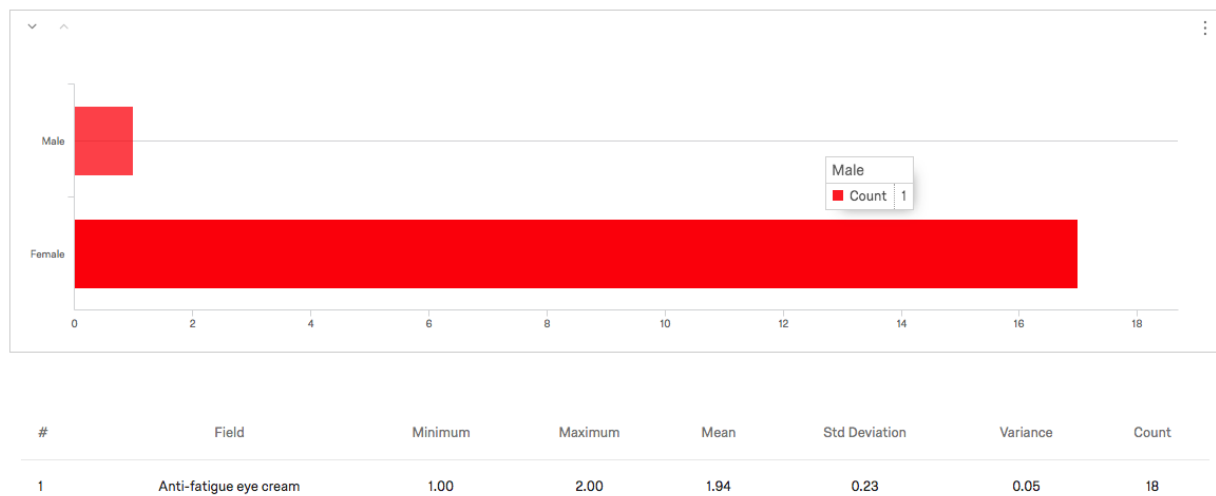


Figure 8.2. Association between gender and brand CHANEL



**Figure 8.3.** Association between gender and shaving foam product



**Figure 8.4.** Association between gender and anti- fatigue eye cream

## Appendix 3- Survey

13.09.2019

Qualtrics Survey Software

English

### Default Question Block

Thank you for participating in the survey for my master thesis. It will take approximately 7 minutes.

If you want to take part in prize draw, leave your email in the end of the survey.  
One randomly chosen person will be presented with Hoodie of Bocconi University.

Choose language.

***Imagine that all brands and products categories in beauty industry have a gender.***

What is the gender of

Shaving Foam?

- ☐ Male  
☐ Female

Brand Gillette?

- ☐ Male  
☐ Female

Anti-Fatigue Eye Cream?

- ☐ Male  
☐ Female

Brand CHANEL?

- ☐ Male  
☐ Female

What is the gender of the following product- Shaving foam Gillette Venus?



What is the gender of the following product - Anti-Fatigue Eye Cream BOY de CHANEL?



*One of the growing trend on the market is cross gender product or brand extension strategy - when masculine or feminine brands are extended to the opposite gender.*

*Consider the following examples:*

*Example 1: Gillette is the leading brand on the male grooming market and 18 years ago this brand was extended to female segment with the Gillette Venus brand producing body razors and shaving gel for women.*



To what extent do you agree with the following statements about extended product? ***The extension Gillette to Gillette Venus is...***

	Strongly	Somewhat agree	Neither agree nor	Somewhat disagree	Strongly disagree
Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pleased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Likable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seems Logical	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Makes sense	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Typical of brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conveys same impression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Makes same statements about users	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As practical as parent brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### How likely you would... (from 1 to 5)

	Extremely Unlikely	Neither Likely Nor Unlikely	Extremely Likely
like to try this product			
buy this product			
use on daily basis			
buy for beloved one			

### How much are you willing to pay for

	1-5 Euro	6-10 Euro	11-15 Euro	More than 15 Euro
Male Version of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Female Version of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Example 2: CHANEL is an iconic women brand. In 2018 CHANEL entered male segment in beauty industry market with its new line of BOY de CHANEL for men.**



To what extent you agree with the following statements about extended product? **The extension from CHANEL to BOY de CHANEL is ...**

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
--	----------------	----------------	----------------------------	-------------------	-------------------

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pleased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Likable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seems Logical	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Makes sense	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Typical of brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conveys same impression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Makes same statements about users	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As practical as parent brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### How likely you would... (from 1 to 5)

	Extremely Unlikely	Neither Likely Nor Unlikely	Extremely Likely
like to try this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
use on daily basis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
buy for beloved one	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### How much are you willing to pay for

	1-5 Euro	6-10 Euro	11-15 Euro	More than 15 Euro
Male Version of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Female Version of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

There are 2 options of new extension CHANEL advertisement campaign . Which one would you use for advertisement?

Example 1	Example 2
	
<input type="radio"/>	<input type="radio"/>

## Describe the advertisement you choose

Harsh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Gentle
Masculine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Feminine
Strong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Weak

## Describe the advertisement you choose

Harsh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Gentle
Masculine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Feminine
Strong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Weak

## Imagine you need to buy a soap. Which one would you prefer?



Don't give up! Almost done!  
I appreciate your input!

## Rate yourself on each item (1-the lowest, 7- the highest)

Compassionate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sensitive to others' needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sympathetic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dominant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gentle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tender	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Affectionate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assertive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has a leadership ability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eager to soothe feelings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loves Children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strong personality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Willing to take a stand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Willing to take risks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Defends own beliefs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Independent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Forceful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aggressive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Gentle



In which country do you currently reside?

Indicate your age

☐ 18-24

☐ 25-30

☐ 31-36

☐ 37-42

☐ 43 and onwards

Indicate your gender

☐ Male

☐ Female

Please leave your email here only if you want to take part in giveaway and receive a Hoodie with Bocconi university logo.

All the gathered data is used only for master thesis purposes.

## Appendix 4- Survey Results- Comparative analysis

### T-Test (Gender)

#### Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
GV - Good	Male	75	2,00	,959	,111
	Female	83	1,61	,794	,087
GV - Pleased	Male	75	2,43	,975	,113
	Female	83	2,16	,930	,102
GV - Likable	Male	75	2,29	,897	,104
	Female	83	1,70	,894	,098
GV - Seems Logical	Male	75	1,79	,963	,111
	Female	83	1,61	,853	,094
GV - Makes sense	Male	75	1,80	,753	,087
	Female	83	1,69	,896	,098
GV - Typical of brand	Male	75	2,39	,837	,097
	Female	83	2,35	1,041	,114
GV - Conveys same impression	Male	75	2,67	,935	,108
	Female	83	2,51	1,086	,119
GV - Makes same statements about users	Male	75	2,84	,973	,112
	Female	83	2,77	1,108	,122
GV - As practical as parent brand	Male	75	2,41	,974	,112
	Female	83	1,94	,786	,086
GV - like to try this product	Male	75	2,3467	1,21359	,14013
	Female	83	3,7108	1,35728	,14898
GV - buy this product	Male	75	2,4267	1,27527	,14726
	Female	83	3,6386	1,46153	,16042
GV - use on daily basis	Male	75	2,2000	1,24119	,14332
	Female	83	3,0361	1,42663	,15659
GV - buy for beloved one	Male	75	3,0000	1,36560	,15769
	Female	83	2,8313	1,37769	,15122
BOY de CH - Good	Male	75	2,16	,871	,101
	Female	83	1,93	,947	,104
BOY de CH - Pleased	Male	75	2,40	,870	,100
	Female	83	2,19	,943	,104
BOY de CH - Likable	Male	75	2,40	,973	,112
	Female	83	2,00	,963	,106
BOY de CH - Seems Logical	Male	75	2,07	,920	,106
	Female	83	1,92	,913	,100
BOY de CH - Makes sense	Male	75	2,19	,968	,112
	Female	83	1,92	,829	,091
BOY de CH - Typical of brand	Male	75	2,61	,999	,115
	Female	83	2,64	1,054	,116
BOY de CH - Conveys same impression	Male	75	2,87	1,031	,119
	Female	83	2,69	1,178	,129
BOY de CH - Makes same statements about users	Male	75	2,75	1,028	,119
	Female	83	2,54	1,085	,119
BOY de CH - As practical as parent brand	Male	75	2,52	,991	,114
	Female	83	2,36	1,007	,111
BOY de CH - like to try this product	Male	75	3,1067	1,30045	,15016
	Female	83	3,0602	1,49266	,16384
BOY de CH - buy this product	Male	75	2,5600	1,06847	,12338
	Female	83	2,7590	1,47822	,16226
BOY de CH - use on daily basis	Male	75	2,4267	1,19880	,13843
	Female	83	2,6747	1,45760	,15999
BOY de CH - buy for beloved one	Male	75	2,6133	1,34459	,15526
	Female	83	3,3614	1,50267	,16494
Harsh:Gentle	Male	74	2,73	1,114	,130
	Female	83	2,73	1,037	,114
Masculine:Feminine	Male	74	2,23	1,105	,128
	Female	83	2,12	1,310	,144
Strong:Weak	Male	74	2,42	1,007	,117
	Female	83	2,16	1,215	,133
Femininity	Male	75	4,851	,7788	,0899
	Female	83	5,218	,8106	,0890
Masculinity	Male	75	5,075	,8307	,0959
	Female	83	4,927	,9251	,1015

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% CI of the Diff.	
									Lower	Upper
GV - Good	Equal variances assumed	,028	,868	2,763	156	,006	,386	,140	,110	,661
	Equal variances not assumed			2,737	144,161		,386	,141	,107	,664
GV - Pleased	Equal variances assumed	,471	,494	1,781	156	,077	,270	,152	-,029	,570
	Equal variances not assumed			1,777	152,621		,270	,152	-,030	,570
GV - Likable	Equal variances assumed	,247	,620	4,169	156	,000	,595	,143	,313	,876
	Equal variances not assumed			4,168	154,268		,595	,143	,313	,876
GV - Seems Logical	Equal variances assumed	,557	,457	1,192	156	,235	,172	,144	-,113	,458
	Equal variances not assumed			1,185	148,698		,172	,145	-,115	,459
GV - Makes sense	Equal variances assumed	2,759	,099	,855	156	,394	,113	,132	-,148	,375
	Equal variances not assumed			,862	155,216		,113	,131	-,146	,373
GV - Typical of brand	Equal variances assumed	3,951	,049	,246	156	,806	,037	,151	-,262	,336
	Equal variances not assumed			,249	153,953		,037	,150	-,258	,333
GV - Conveys same impression	Equal variances assumed	4,306	,040	,991	156	,323	,161	,162	-,159	,481
	Equal variances not assumed			,999	155,643		,161	,161	-,157	,478
GV - Makes same statements about users	Equal variances assumed	2,840	,094	,413	156	,680	,069	,167	-,260	,398
	Equal variances not assumed			,416	155,881		,069	,166	-,258	,396
GV - As practical as parent brand	Equal variances assumed	7,087	,009	3,377	156	,001	,474	,140	,197	,751
	Equal variances not assumed			3,341	142,298		,474	,142	,193	,754
GV - like to try this product	Equal variances assumed	,551	,459	-6,632	156	,000	-1,36418	,20569	-1,77048	-,95787
	Equal variances not assumed			-6,670	155,985		-1,36418	,20453	-1,76818	-,96017
GV - buy this product	Equal variances assumed	2,359	,127	-5,527	156	,000	-1,21189	,21927	-1,64501	-,77877
	Equal variances not assumed			-5,565	155,818		-1,21189	,21776	-1,64203	-,78174
GV - use on daily basis	Equal variances assumed	1,230	,269	-3,911	156	,000	-,83614	,21378	-1,25842	-,41387
	Equal variances not assumed			-3,939	155,786		-,83614	,21228	-1,25546	-,41683
GV - buy for beloved one	Equal variances assumed	,254	,615	,772	156	,441	,16867	,21858	-,26308	,60043
	Equal variances not assumed			,772	154,655		,16867	,21848	-,26291	,60026
BOY de CH - Good	Equal variances assumed	,435	,510	1,599	156	,112	,232	,145	-,055	,519
	Equal variances not assumed			1,606	155,952		,232	,145	-,053	,518
BOY de CH - Pleased	Equal variances assumed	,017	,897	1,431	156	,154	,207	,145	-,079	,493
	Equal variances not assumed			1,437	155,929		,207	,144	-,078	,492
BOY de CH - Likable	Equal variances assumed	1,443	,231	2,595	156	,010	,400	,154	,096	,704
	Equal variances not assumed			2,594	154,059		,400	,154	,095	,705
BOY de CH - Seems Logical	Equal variances assumed	,044	,834	1,034	156	,303	,151	,146	-,137	,439
	Equal variances not assumed			1,034	154,151		,151	,146	-,138	,440
BOY de CH - Makes sense	Equal variances assumed	3,152	,078	1,894	156	,060	,271	,143	-,012	,554
	Equal variances not assumed			1,880	146,524		,271	,144	-,014	,556
BOY de CH - Typical of brand	Equal variances assumed	,281	,597	-,154	156	,878	-,025	,164	-,349	,298
	Equal variances not assumed			-,154	155,647		-,025	,163	-,348	,297
BOY de CH - Conveys same impression	Equal variances assumed	5,337	,022	1,017	156	,311	,180	,177	-,170	,530
	Equal variances not assumed			1,023	155,846		,180	,176	-,167	,527
BOY de CH - Makes same statements about users	Equal variances assumed	1,083	,300	1,213	156	,227	,204	,169	-,129	,538
	Equal variances not assumed			1,216	155,647		,204	,168	-,128	,537
BOY de CH - As practical as parent brand	Equal variances assumed	,002	,968	,996	156	,321	,159	,159	-,156	,473
	Equal variances not assumed			,996	154,846		,159	,159	-,156	,473
BOY de CH - like to try this product	Equal variances assumed	3,682	,057	,207	156	,836	,04643	,22380	-,39565	,48850
	Equal variances not assumed			,209	155,801		,04643	,22224	-,39258	,48543
BOY de CH - buy this product	Equal variances assumed	13,476	,000	-,961	156	,338	-,19904	,20712	-,60816	,21008
	Equal variances not assumed			-,976	149,028		-,19904	,20383	-,60182	,20374
BOY de CH - use on daily basis	Equal variances assumed	6,325	,013	-1,161	156	,247	-,24803	,21365	-,67006	,17400
	Equal variances not assumed			-1,172	154,673		-,24803	,21156	-,66596	,16989
BOY de CH - buy	Equal variances assumed	1,251	,265	-3,284	156	,001	-,74811	,22780	-1,19808	-,29814

for beloved one	Equal variances not assumed			-3,303	155,987	,001	-,74811	,22652	-1,19555	-,30067
Harsh:Gentle	Equal variances assumed	,357	,551	-,030	155	,976	-,005	,172	-,344	,334
	Equal variances not assumed			-,030	149,776	,976	-,005	,172	-,346	,335
Masculine:Feminine	Equal variances assumed	3,030	,084	,561	155	,576	,109	,195	-,275	,494
	Equal variances not assumed			,567	154,535	,572	,109	,193	-,272	,490
Strong:Weak	Equal variances assumed	1,750	,188	1,463	155	,146	,262	,179	-,092	,617
	Equal variances not assumed			1,478	154,213	,141	,262	,177	-,088	,613
Femininity	Equal variances assumed	,018	,894	-2,898	156	,004	-,3674	,1268	-,6178	-,1170
	Equal variances not assumed			-2,904	155,402	,004	-,3674	,1265	-,6173	-,1175
Masculinity	Equal variances assumed	1,423	,235	1,055	156	,293	,1482	,1405	-,1293	,4256
	Equal variances not assumed			1,061	155,995	,290	,1482	,1397	-,1278	,4241

#### T-Test (between brands)

Paired Samples Statistics		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	GV - Good	1,80	158	,894	,071
	BOY de CH - Good	2,04	158	,916	,073
Pair 2	GV - Pleased	2,28	158	,958	,076
	BOY de CH - Pleased	2,29	158	,912	,073
Pair 3	GV - Likable	1,98	158	,941	,075
	BOY de CH - Likable	2,19	158	,985	,078
Pair 4	GV - Seems Logical	1,70	158	,908	,072
	BOY de CH - Seems Logical	1,99	158	,917	,073
Pair 5	GV - Makes sense	1,74	158	,831	,066
	BOY de CH - Makes sense	2,04	158	,905	,072
Pair 6	GV - Typical of brand	2,37	158	,947	,075
	BOY de CH - Typical of brand	2,63	158	1,025	,082
Pair 7	GV - Conveys same impression	2,58	158	1,017	,081
	BOY de CH - Conveys same impression	2,77	158	1,111	,088
Pair 8	GV - Makes same statements about users	2,80	158	1,043	,083
	BOY de CH - Makes same statements about users	2,64	158	1,060	,084
Pair 9	GV - As practical as parent brand	2,16	158	,909	,072
	BOY de CH - As practical as parent brand	2,44	158	1,000	,080
Pair 10	GV - like to try this product	3,0633	158	1,45717	,11593
	BOY de CH - like to try this product	3,0823	158	1,40048	,11142
Pair 11	GV - buy this product	3,0633	158	1,50025	,11935
	BOY de CH - buy this product	2,6646	158	1,29973	,10340
Pair 12	GV - use on daily basis	2,6392	158	1,40163	,11151
	BOY de CH - use on daily basis	2,5570	158	1,34256	,10681
Pair 13	GV - buy for beloved one	2,9114	158	1,37020	,10901
	BOY de CH - buy for beloved one	3,0063	158	1,47375	,11725

Paired Samples Correlations		N	Correlation	Sig.
Pair 1	GV - Good & BOY de CH - Good	158	,219	,006
Pair 2	GV - Pleased & BOY de CH - Pleased	158	,524	,000
Pair 3	GV - Likable & BOY de CH - Likable	158	,313	,000
Pair 4	GV - Seems Logical & BOY de CH - Seems Logical	158	,317	,000
Pair 5	GV - Makes sense & BOY de CH - Makes sense	158	,295	,000
Pair 6	GV - Typical of brand & BOY de CH - Typical of brand	158	,287	,000
Pair 7	GV - Conveys same impression & BOY de CH - Conveys same impression	158	,259	,001
Pair 8	GV - Makes same statements about users & BOY de CH - Makes same statements about users	158	,166	,037
Pair 9	GV - As practical as parent brand & BOY de CH - As practical as parent brand	158	,264	,001
Pair 10	GV - like to try this product & BOY de CH - like to try this product	158	,216	,006
Pair 11	GV - buy this product & BOY de CH - buy this product	158	,331	,000
Pair 12	GV - use on daily basis & BOY de CH - use on daily basis	158	,287	,000
Pair 13	GV - buy for beloved one & BOY de CH - buy for beloved one	158	,227	,004

		Paired Differences				
		Mean	Std. Deviation	Std. Error Mean	95% CI of the Diff.	
					Lower	Upper
Pair 1	GV - Good - BOY de CH - Good	-,241	1,131	,090	-,418	-,063
Pair 2	GV - Pleased - BOY de CH - Pleased	-,006	,913	,073	-,150	,137
Pair 3	GV - Likable - BOY de CH - Likable	-,209	1,129	,090	-,386	-,031

Pair 4	GV - Seems Logical - BOY de CH - Seems Logical	-,291	1,067	,085	-,459	-,124
Pair 5	GV - Makes sense - BOY de CH - Makes sense	-,304	1,033	,082	-,466	-,142
Pair 6	GV - Typical of brand - BOY de CH - Typical of brand	-,259	1,179	,094	-,445	-,074
Pair 7	GV - Conveys same impression - BOY de CH - Conveys same impression	-,190	1,297	,103	-,394	,014
Pair 8	GV - Makes same statements about users - BOY de CH - Makes same statements about users	,165	1,358	,108	-,049	,378
Pair 9	GV - As practical as parent brand - BOY de CH - As practical as parent brand	-,272	1,160	,092	-,454	-,090
Pair 10	GV - like to try this product - BOY de CH - like to try this product	-,01899	1,78982	,14239	-,30024	,26226
Pair 11	GV - buy this product - BOY de CH - buy this product	,39873	1,62755	,12948	,14299	,65448
Pair 12	GV - use on daily basis - BOY de CH - use on daily basis	,08228	1,63935	,13042	-,17532	,33988
Pair 13	GV - buy for beloved one - BOY de CH - buy for beloved one	-,09494	1,76948	,14077	-,37299	,18312

Paired Samples Test						
		t		df	Sig. (2-tailed)	
Pair 1	GV - Good - BOY de CH - Good	-2,673		157	,008	
Pair 2	GV - Pleased - BOY de CH - Pleased	-,087		157	,931	
Pair 3	GV - Likable - BOY de CH - Likable	-2,325		157	,021	
Pair 4	GV - Seems Logical - BOY de CH - Seems Logical	-3,431		157	,001	
Pair 5	GV - Makes sense - BOY de CH - Makes sense	-3,698		157	,000	
Pair 6	GV - Typical of brand - BOY de CH - Typical of brand	-2,766		157	,006	
Pair 7	GV - Conveys same impression - BOY de CH - Conveys same impression	-1,839		157	,068	
Pair 8	GV - Makes same statements about users - BOY de CH - Makes same statements about users	1,523		157	,130	
Pair 9	GV - As practical as parent brand - BOY de CH - As practical as parent brand	-2,949		157	,004	
Pair 10	GV - like to try this product - BOY de CH - like to try this product	-,133		157	,894	
Pair 11	GV - buy this product - BOY de CH - buy this product	3,079		157	,002	
Pair 12	GV - use on daily basis - BOY de CH - use on daily basis	,631		157	,529	
Pair 13	GV - buy for beloved one - BOY de CH - buy for beloved one	-,674		157	,501	

# T-Test

Gender = Male

Paired Samples Statistics <sup>a</sup>						
		Mean	N	Std. Deviation	Std. Error Mean	
Pair 1	GV - Good	2,00	75	,959	,111	
	BOY de CH - Good	2,16	75	,871	,101	
Pair 2	GV - Pleased	2,43	75	,975	,113	
	BOY de CH - Pleased	2,40	75	,870	,100	
Pair 3	GV - Likable	2,29	75	,897	,104	
	BOY de CH - Likable	2,40	75	,973	,112	
Pair 4	GV - Seems Logical	1,79	75	,963	,111	
	BOY de CH - Seems Logical	2,07	75	,920	,106	
Pair 5	GV - Makes sense	1,80	75	,753	,087	
	BOY de CH - Makes sense	2,19	75	,968	,112	
Pair 6	GV - Typical of brand	2,39	75	,837	,097	
	BOY de CH - Typical of brand	2,61	75	,999	,115	
Pair 7	GV - Conveys same impression	2,67	75	,935	,108	
	BOY de CH - Conveys same impression	2,87	75	1,031	,119	
Pair 8	GV - Makes same statements about users	2,84	75	,973	,112	
	BOY de CH - Makes same statements about users	2,75	75	1,028	,119	
Pair 9	GV - As practical as parent brand	2,41	75	,974	,112	
	BOY de CH - As practical as parent brand	2,52	75	,991	,114	
Pair 10	GV - like to try this product	2,3467	75	1,21359	,14013	
	BOY de CH - like to try this product	3,1067	75	1,30045	,15016	
Pair 11	GV - buy this product	2,4267	75	1,27527	,14726	
	BOY de CH - buy this product	2,5600	75	1,06847	,12338	
Pair 12	GV - use on daily basis	2,2000	75	1,24119	,14332	
	BOY de CH - use on daily basis	2,4267	75	1,19880	,13843	
Pair 13	GV - buy for beloved one	3,0000	75	1,36560	,15769	
	BOY de CH - buy for beloved one	2,6133	75	1,34459	,15526	

a. Gender = Male

Paired Samples Correlations <sup>a</sup>			
	N	Correlation	Sig.
Pair 1	75	,049	,679
Pair 2	75	,481	,000
Pair 3	75	,282	,014
Pair 4	75	,337	,003
Pair 5	75	,163	,162
Pair 6	75	,521	,000



Pair 7	GV - Conveys same impression & BOY de CH - Conveys same impression	75	,430	,000
Pair 8	GV - Makes same statements about users & BOY de CH - Makes same statements about users	75	,202	,082
Pair 9	GV - As practical as parent brand & BOY de CH - As practical as parent brand	75	,250	,030
Pair 10	GV - like to try this product & BOY de CH - like to try this product	75	,233	,044
Pair 11	GV - buy this product & BOY de CH - buy this product	75	,378	,001
Pair 12	GV - use on daily basis & BOY de CH - use on daily basis	75	,196	,092
Pair 13	GV - buy for beloved one & BOY de CH - buy for beloved one	75	,140	,231

a. Gender = Male

		Paired Differences				
		Mean	Std. Deviation	Std. Error Mean	95% CI of the Diff.	
					Lower	Upper
Pair 1	GV - Good - BOY de CH - Good	-,160	1,263	,146	-,451	,131
Pair 2	GV - Pleased - BOY de CH - Pleased	,027	,944	,109	-,191	,244
Pair 3	GV - Likable - BOY de CH - Likable	-,107	1,122	,130	-,365	,151
Pair 4	GV - Seems Logical - BOY de CH - Seems Logical	-,280	1,085	,125	-,530	-,030
Pair 5	GV - Makes sense - BOY de CH - Makes sense	-,387	1,126	,130	-,646	-,128
Pair 6	GV - Typical of brand - BOY de CH - Typical of brand	-,227	,909	,105	-,436	-,018
Pair 7	GV - Conveys same impression - BOY de CH - Conveys same impression	-,200	1,053	,122	-,442	,042
Pair 8	GV - Makes same statements about users - BOY de CH - Makes same statements about users	,093	1,265	,146	-,198	,384
Pair 9	GV - As practical as parent brand - BOY de CH - As practical as parent brand	-,107	1,203	,139	-,384	,170
Pair 10	GV - like to try this product - BOY de CH - like to try this product	-,76000	1,55824	,17993	-1,11852	-,40148
Pair 11	GV - buy this product - BOY de CH - buy this product	-,13333	1,31861	,15226	-,43672	,17005
Pair 12	GV - use on daily basis - BOY de CH - use on daily basis	-,22667	1,54721	,17866	-,58265	,12932
Pair 13	GV - buy for beloved one - BOY de CH - buy for beloved one	,38667	1,77744	,20524	-,02228	,79562

Paired Samples Test<sup>a</sup>

		t	df	Sig. (2-tailed)
Pair 1	GV - Good - BOY de CH - Good	-1,097	74	,276
Pair 2	GV - Pleased - BOY de CH - Pleased	,245	74	,807
Pair 3	GV - Likable - BOY de CH - Likable	-,823	74	,413
Pair 4	GV - Seems Logical - BOY de CH - Seems Logical	-2,235	74	,028
Pair 5	GV - Makes sense - BOY de CH - Makes sense	-2,974	74	,004
Pair 6	GV - Typical of brand - BOY de CH - Typical of brand	-2,159	74	,034
Pair 7	GV - Conveys same impression - BOY de CH - Conveys same impression	-1,645	74	,104
Pair 8	GV - Makes same statements about users - BOY de CH - Makes same statements about users	,639	74	,525
Pair 9	GV - As practical as parent brand - BOY de CH - As practical as parent brand	-,768	74	,445
Pair 10	GV - like to try this product - BOY de CH - like to try this product	-4,224	74	,000
Pair 11	GV - buy this product - BOY de CH - buy this product	-,876	74	,384
Pair 12	GV - use on daily basis - BOY de CH - use on daily basis	-1,269	74	,209
Pair 13	GV - buy for beloved one - BOY de CH - buy for beloved one	1,884	74	,063

a. Gender = Male

Gender = Female

Paired Samples Statistics<sup>a</sup>

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	GV - Good	1,61	83	,794	,087
	BOY de CH - Good	1,93	83	,947	,104
Pair 2	GV - Pleased	2,16	83	,930	,102
	BOY de CH - Pleased	2,19	83	,943	,104
Pair 3	GV - Likable	1,70	83	,894	,098
	BOY de CH - Likable	2,00	83	,963	,106
Pair 4	GV - Seems Logical	1,61	83	,853	,094
	BOY de CH - Seems Logical	1,92	83	,913	,100
Pair 5	GV - Makes sense	1,69	83	,896	,098
	BOY de CH - Makes sense	1,92	83	,829	,091
Pair 6	GV - Typical of brand	2,35	83	1,041	,114
	BOY de CH - Typical of brand	2,64	83	1,054	,116
Pair 7	GV - Conveys same impression	2,51	83	1,086	,119
	BOY de CH - Conveys same impression	2,69	83	1,178	,129
Pair 8	GV - Makes same statements about users	2,77	83	1,108	,122
	BOY de CH - Makes same statements about users	2,54	83	1,085	,119
Pair 9	GV - As practical as parent brand	1,94	83	,786	,086
	BOY de CH - As practical as parent brand	2,36	83	1,007	,111
Pair 10	GV - like to try this product	3,7108	83	1,35728	,14898
	BOY de CH - like to try this product	3,0602	83	1,49266	,16384
Pair 11	GV - buy this product	3,6386	83	1,46153	,16042
	BOY de CH - buy this product	2,7590	83	1,47822	,16226
Pair 12	GV - use on daily basis	3,0361	83	1,42663	,15659
	BOY de CH - use on daily basis	2,6747	83	1,45760	,15999
Pair 13	GV - buy for beloved one	2,8313	83	1,37769	,15122

BOY de CH - buy for beloved one	3,3614	83	1,50267	,16494
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a. Gender = Female

Paired Samples Correlations <sup>a</sup>		N	Correlation	Sig.
Pair 1	GV - Good & BOY de CH - Good	83	,352	,001
Pair 2	GV - Pleased & BOY de CH - Pleased	83	,549	,000
Pair 3	GV - Likable & BOY de CH - Likable	83	,255	,020
Pair 4	GV - Seems Logical & BOY de CH - Seems Logical	83	,286	,009
Pair 5	GV - Makes sense & BOY de CH - Makes sense	83	,407	,000
Pair 6	GV - Typical of brand & BOY de CH - Typical of brand	83	,128	,250
Pair 7	GV - Conveys same impression & BOY de CH - Conveys same impression	83	,135	,224
Pair 8	GV - Makes same statements about users & BOY de CH - Makes same statements about users	83	,135	,224
Pair 9	GV - As practical as parent brand & BOY de CH - As practical as parent brand	83	,259	,018
Pair 10	GV - like to try this product & BOY de CH - like to try this product	83	,268	,014
Pair 11	GV - buy this product & BOY de CH - buy this product	83	,304	,005
Pair 12	GV - use on daily basis & BOY de CH - use on daily basis	83	,322	,003
Pair 13	GV - buy for beloved one & BOY de CH - buy for beloved one	83	,342	,002

a. Gender = Female

		Paired Differences				
		Mean	Std. Deviation	Std. Error Mean	95% CI of the Diff.	
					Lower	Upper
Pair 1	GV - Good - BOY de CH - Good	-,313	,999	,110	-,531	-,095
Pair 2	GV - Pleased - BOY de CH - Pleased	-,036	,890	,098	-,230	,158
Pair 3	GV - Likable - BOY de CH - Likable	-,301	1,134	,124	-,549	-,054
Pair 4	GV - Seems Logical - BOY de CH - Seems Logical	-,301	1,056	,116	-,532	-,071
Pair 5	GV - Makes sense - BOY de CH - Makes sense	-,229	,941	,103	-,434	-,023
Pair 6	GV - Typical of brand - BOY de CH - Typical of brand	-,289	1,384	,152	-,591	,013
Pair 7	GV - Conveys same impression - BOY de CH - Conveys same impression	-,181	1,491	,164	-,506	,145
Pair 8	GV - Makes same statements about users - BOY de CH - Makes same statements about users	,229	1,443	,158	-,086	,544
Pair 9	GV - As practical as parent brand - BOY de CH - As practical as parent brand	-,422	1,106	,121	-,663	-,180
Pair 10	GV - like to try this product - BOY de CH - like to try this product	,65060	1,72806	,18968	,27327	1,02793
Pair 11	GV - buy this product - BOY de CH - buy this product	,87952	1,73485	,19042	,50070	1,25833
Pair 12	GV - use on daily basis - BOY de CH - use on daily basis	,36145	1,67898	,18429	-,00517	,72806
Pair 13	GV - buy for beloved one - BOY de CH - buy for beloved one	-,53012	1,65528	,18169	-,89156	-,16868

Paired Samples Test <sup>a</sup>		t	df	Sig. (2-tailed)
Pair 1	GV - Good - BOY de CH - Good	-2,856	82	,005
Pair 2	GV - Pleased - BOY de CH - Pleased	-,370	82	,712
Pair 3	GV - Likable - BOY de CH - Likable	-2,420	82	,018
Pair 4	GV - Seems Logical - BOY de CH - Seems Logical	-2,598	82	,011
Pair 5	GV - Makes sense - BOY de CH - Makes sense	-2,216	82	,029
Pair 6	GV - Typical of brand - BOY de CH - Typical of brand	-1,903	82	,060
Pair 7	GV - Conveys same impression - BOY de CH - Conveys same impression	-1,104	82	,273
Pair 8	GV - Makes same statements about users - BOY de CH - Makes same statements about users	1,446	82	,152
Pair 9	GV - As practical as parent brand - BOY de CH - As practical as parent brand	-3,475	82	,001
Pair 10	GV - like to try this product - BOY de CH - like to try this product	3,430	82	,001
Pair 11	GV - buy this product - BOY de CH - buy this product	4,619	82	,000
Pair 12	GV - use on daily basis - BOY de CH - use on daily basis	1,961	82	,053
Pair 13	GV - buy for beloved one - BOY de CH - buy for beloved one	-2,918	82	,005

a. Gender = Female

# T-Test

Group Statistics		N	Mean	Std. Deviation	Std. Error Mean
Harsh:Gentle	Blurs / changes role stereotypes	30	3,73	,980	,179
	Highlight masculinity or gendered role stereotypes	127	2,50	,950	,084

Masculine:Feminine	Blurs / changes role stereotypes	30	3,03	1,066	,195
	Highlight masculinity or gendered role stereotypes	127	1,97	1,161	,103
Strong:Weak	Blurs / changes role stereotypes	30	3,20	1,031	,188
	Highlight masculinity or gendered role stereotypes	127	2,06	1,037	,092

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Harsh:Gentle	Equal variances assumed	,239	,625	6,377	155
	Equal variances not assumed			6,254	42,815
Masculine:Feminine	Equal variances assumed	,212	,646	4,585	155
	Equal variances not assumed			4,835	46,682
Strong:Weak	Equal variances assumed	,049	,825	5,408	155
	Equal variances not assumed			5,429	43,953

**Independent Samples Test**

		t-test for Equality of Means			
		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% CI of the Diff. Lower
Harsh:Gentle	Equal variances assumed	,000	1,237	,194	,854
	Equal variances not assumed	,000	1,237	,198	,838
Masculine:Feminine	Equal variances assumed	,000	1,065	,232	,606
	Equal variances not assumed	,000	1,065	,220	,622
Strong:Weak	Equal variances assumed	,000	1,137	,210	,722
	Equal variances not assumed	,000	1,137	,209	,715

**Independent Samples Test**

		t-test for Equality of Means	
		95% CI of the Diff.	
		Upper	
Harsh:Gentle	Equal variances assumed	1,621	
	Equal variances not assumed	1,636	
Masculine:Feminine	Equal variances assumed	1,524	
	Equal variances not assumed	1,508	
Strong:Weak	Equal variances assumed	1,552	
	Equal variances not assumed	1,559	

## T-Test

Gender = Male

**Group Statistics<sup>a</sup>**

Which options would you use for advertismet		N	Mean	Std. Deviation	Std. Error Mean
Harsh:Gentle	Blurs / changes role stereotypes	16	3,75	1,065	,266
	Highlight masculinity or gendered role stereotypes	58	2,45	,958	,126
Masculine: Feminine	Blurs / changes role stereotypes	16	3,06	1,237	,309
	Highlight masculinity or gendered role stereotypes	58	2,00	,955	,125
Strong:Weak	Blurs / changes role stereotypes	16	3,44	,964	,241
	Highlight masculinity or gendered role stereotypes	58	2,14	,826	,108

a. Gender = Male

**Independent Samples Test<sup>a</sup>**

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Harsh:Gentle	Equal variances assumed	,764	,385	4,697	72
	Equal variances not assumed			4,422	22,164
Masculine: Feminine	Equal variances assumed	2,394	,126	3,688	72
	Equal variances not assumed			3,185	20,200
Strong:Weak	Equal variances assumed	1,190	,279	5,372	72
	Equal variances not assumed			4,918	21,462

**Independent Samples Test<sup>a</sup>**

		t-test for Equality of Means			
		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% CI of the Diff. Lower
Harsh:Gentle	Equal variances assumed	,000	1,302	,277	,749
	Equal variances not assumed	,000	1,302	,294	,691
Masculine:Feminine	Equal variances assumed	,000	1,063	,288	,488
	Equal variances not assumed	,005	1,063	,334	,367
Strong:Weak	Equal variances assumed	,000	1,300	,242	,817
	Equal variances not assumed	,000	1,300	,264	,751

Independent Samples Test <sup>a</sup>		t-test for Equality of Means
		95% CI of the Diff.
		Upper
Harsh:Gentle	Equal variances assumed	1,854
	Equal variances not assumed	1,912
Masculine:Feminine	Equal variances assumed	1,637
	Equal variances not assumed	1,758
Strong:Weak	Equal variances assumed	1,782
	Equal variances not assumed	1,848

a. Gender = Male

Gender = Female

Group Statistics <sup>a</sup>					
Which options would you use for advertisement		N	Mean	Std. Deviation	Std. Error Mean
Harsh:Gentle	Blurs / changes role stereotypes	14	3,71	,914	,244
	Highlight masculinity or gendered role stereotypes	69	2,54	,948	,114
Masculine:Feminine	Blurs / changes role stereotypes	14	3,00	,877	,234
	Highlight masculinity or gendered role stereotypes	69	1,94	1,316	,158
Strong:Weak	Blurs / changes role stereotypes	14	2,93	1,072	,286
	Highlight masculinity or gendered role stereotypes	69	2,00	1,188	,143

a. Gender = Female

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Harsh:Gentle	Equal variances assumed	,046	,831	4,262	81
	Equal variances not assumed			4,369	19,127
Masculine: Feminine	Equal variances assumed	3,441	,067	2,874	81
	Equal variances not assumed			3,739	26,532
Strong:Weak	Equal variances assumed	,076	,783	2,707	81
	Equal variances not assumed			2,901	20,056

		t-test for Equality of Means			
		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% CI of the Diff.
					Lower
Harsh:Gentle	Equal variances assumed	,000	1,178	,276	,628
	Equal variances not assumed	,000	1,178	,270	,614
Masculine:Feminine	Equal variances assumed	,005	1,058	,368	,325
	Equal variances not assumed	,001	1,058	,283	,477
Strong:Weak	Equal variances assumed	,008	,929	,343	,246
	Equal variances not assumed	,009	,929	,320	,261

Independent Samples Test <sup>a</sup>		t-test for Equality of Means
		95% CI of the Diff.
		Upper
Harsh:Gentle	Equal variances assumed	1,728
	Equal variances not assumed	1,742
Masculine:Feminine	Equal variances assumed	1,790
	Equal variances not assumed	1,639
Strong:Weak	Equal variances assumed	1,611
	Equal variances not assumed	1,596

a. Gender = Female

## Appendix 5- Survey Results- Crosstabs

Gender \* Shaving Foam

Crosstab				
			Shaving Foam	
			Male	Female
Gender	Male	Count	55	20
		% within Gender	73,3%	26,7%
	Female	Count	72	11
		% within Gender	86,7%	13,3%
Total		Count	127	31
		% within Gender	80,4%	19,6%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4,495 <sup>a</sup>	1	,034	,045	,027
Continuity Correction <sup>b</sup>	3,685	1	,055		
Likelihood Ratio	4,528	1	,033		
Fisher's Exact Test					
Linear-by-Linear Association	4,467	1	,035		
N of Valid Cases	158				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 14,72.

b. Computed only for a 2x2 table

#### Gender \* Brand Gillette

			Crosstab		
			Brand Gillette		Total
			Male	Female	
Gender	Male	Count	73	2	75
		% within Gender	97,3%	2,7%	100,0%
	Female	Count	80	3	83
		% within Gender	96,4%	3,6%	100,0%
Total		Count	153	5	158
		% within Gender	96,8%	3,2%	100,0%

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,115 <sup>a</sup>	1	,734	1,000	,548
Continuity Correction <sup>b</sup>	,000	1	1,000		
Likelihood Ratio	,116	1	,733		
Fisher's Exact Test					
Linear-by-Linear Association	,115	1	,735		
N of Valid Cases	158				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,37.

b. Computed only for a 2x2 table

#### Gender \* Anti-Fatigue Eye Cream

Crosstab					
			Anti-Fatigue Eye Cream		Total
			Male	Female	
Gender	Male	Count	22	53	75
		% within Gender	29,3%	70,7%	100,0%
	Female	Count	8	75	83
		% within Gender	9,6%	90,4%	100,0%
Total		Count	30	128	158
		% within Gender	19,0%	81,0%	100,0%

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9,935 <sup>a</sup>	1	,002	,002	,001
Continuity Correction <sup>b</sup>	8,696	1	,003		
Likelihood Ratio	10,189	1	,001		
Fisher's Exact Test					
Linear-by-Linear Association	9,872	1	,002		
N of Valid Cases	158				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 14,24.

b. Computed only for a 2x2 table

#### Gender \* Brand CHANEL

			Crosstab		
			Brand CHANEL		Total
			Male	Female	
Gender	Male	Count	9	66	75
		% within Gender	12,0%	88,0%	100,0%
	Female	Count	0	83	83
		% within Gender	0,0%	100,0%	100,0%
Total		Count	9	149	158
		% within Gender	5,7%	94,3%	100,0%

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10,562 <sup>a</sup>	1	,001	,001	,001
Continuity Correction <sup>b</sup>	8,446	1	,004		
Likelihood Ratio	14,015	1	,000		
Fisher's Exact Test					
Linear-by-Linear Association	10,495	1	,001		
N of Valid Cases	158				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 4,27.

b. Computed only for a 2x2 table

**Gender \* Gender of Shaving foam Gillette Venus**

Crosstab					
			Gender of Shaving foam Gillette Venus		Total
			Male	Female	
Gender	Male	Count	3	72	75
		% within Gender	4,0%	96,0%	100,0%
	Female	Count	1	82	83
		% within Gender	1,2%	98,8%	100,0%
Total	Count	4	154	158	
	% within Gender	2,5%	97,5%	100,0%	

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,247 <sup>a</sup>	1	,264		
Continuity Correction <sup>b</sup>	,372	1	,542		
Likelihood Ratio	1,291	1	,256		
Fisher's Exact Test				,346	,273
Linear-by-Linear Association	1,240	1	,266		
N of Valid Cases	158				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 1,90.

b. Computed only for a 2x2 table

**Gender \* Gender of Anti-Fatigue Eye Cream BOY de CHANEL**

Crosstab					
			Gender of Anti-Fatigue Eye Cream BOY de CHANEL		Total
			Male	Female	
Gender	Male	Count	61	14	75
		% within Gender	81,3%	18,7%	100,0%
	Female	Count	78	5	83
		% within Gender	94,0%	6,0%	100,0%
Total	Count	139	19	158	
	% within Gender	88,0%	12,0%	100,0%	

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5,952 <sup>a</sup>	1	,015		
Continuity Correction <sup>b</sup>	4,817	1	,028		
Likelihood Ratio	6,118	1	,013		
Fisher's Exact Test				,025	,013
Linear-by-Linear Association	5,915	1	,015		
N of Valid Cases	158				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 9,02.

b. Computed only for a 2x2 table

**Gender \* GV How much are you willing to pay for - Male Version**

Crosstab							
			GV How much are you willing to pay for - Male Version				Total
			1-5 Euro	6-10 Euro	11-15 Euro	More than 15 Euro	
Gender	Male	Count	17	20	30	8	75
		% within Gender	22,7%	26,7%	40,0%	10,7%	100,0%
	Female	Count	22	27	21	13	83
		% within Gender	26,5%	32,5%	25,3%	15,7%	100,0%
Total	Count	39	47	51	21	158	
	% within Gender	24,7%	29,7%	32,3%	13,3%	100,0%	

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4,068 <sup>a</sup>	3	,254
Likelihood Ratio	4,083	3	,253
Linear-by-Linear Association	,290	1	,590
N of Valid Cases	158		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 9,97.

**Gender \* GV How much are you willing to pay for - Female Version**

Crosstab						
			GV How much are you willing to pay for - Female Version			
			1-5 Euro	6-10 Euro	11-15 Euro	More than 15 Euro
Gender	Male	Count	19	25	18	13
		% within Gender	25,3%	33,3%	24,0%	17,3%
	Female	Count	22	27	18	16
		% within Gender	26,5%	32,5%	21,7%	19,3%

Total	Count	41	52	36	29	158
	% within Gender	25,9%	32,9%	22,8%	18,4%	100,0%

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	,202 <sup>a</sup>	3	,977
Likelihood Ratio	,202	3	,977
Linear-by-Linear Association	,001	1	,981
N of Valid Cases	158		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 13,77.

#### Gender \* CH How much are you willing to pay for - Male Version

#### Crosstab

			CH How much are you willing to pay for - Male Version				Total
			1-5 Euro	6-10 Euro	11-15 Euro	More than 15 Euro	
Gender	Male	Count	21	20	19	15	75
		% within Gender	28,0%	26,7%	25,3%	20,0%	100,0%
	Female	Count	12	11	22	38	83
		% within Gender	14,5%	13,3%	26,5%	45,8%	100,0%
Total	Count	33	31	41	53	158	
	% within Gender	20.9%	19.6%	25.9%	33.5%	100.0%	

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14,901 <sup>a</sup>	3	,002
Likelihood Ratio	15,272	3	,002
Linear-by-Linear Association	13,337	1	,000
N of Valid Cases	158		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 14,72.

#### Gender \* CH How much are you willing to pay for - Female Version

#### Crosstab

			CH How much are you willing to pay for - Female Version				Total
			1-5 Euro	6-10 Euro	11-15 Euro	More than 15 Euro	
Gender	Male	Count	16	19	18	22	75
		% within Gender	21,3%	25,3%	24,0%	29,3%	100,0%
	Female	Count	6	10	17	50	83
		% within Gender	7,2%	12,0%	20,5%	60,2%	100,0%
Total	Count	22	29	35	72	158	
	% within Gender	13.9%	18.4%	22.2%	45.6%	100.0%	

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17,897 <sup>a</sup>	3	,000
Likelihood Ratio	18,361	3	,000
Linear-by-Linear Association	17,157	1	,000
N of Valid Cases	158		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 10,44.

#### Gender \* Which options would you use for advertisement

#### Crosstab

			Which options would you use for advertisement		Total
			Blurs / changes role stereotypes	Highlight masculinity or gendered role stereotypes	
Gender	Male	Count	16	59	75
		% within Gender	21,3%	78,7%	100,0%
	Female	Count	14	69	83
		% within Gender	16,9%	83,1%	100,0%
Total		Count	30	128	158
		% within Gender	19,0%	81,0%	100,0%

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,511 <sup>a</sup>	1	,475		
Continuity Correction <sup>b</sup>	,262	1	,609		
Likelihood Ratio	,510	1	,475		
Fisher's Exact Test				,545	,304
Linear-by-Linear Association	,508	1	,476		
N of Valid Cases	158				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 14,24.

b. Computed only for a 2x2 table

#### Gender \* Which soap would you prefer?

#### Crosstab

			Which soap would you prefer?	Total
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			Neutral	Feminine	Masculine	
Gender	Male	Count	22	17	36	75
		% within Gender	29,3%	22,7%	48,0%	100,0%
	Female	Count	38	42	3	83
		% within Gender	45,8%	50,6%	3,6%	100,0%
Total	Count	60	59	39	158	
	% within Gender	38,0%	37,3%	24,7%	100,0%	

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42,487 <sup>a</sup>	2	,000
Likelihood Ratio	47,762	2	,000
Linear-by-Linear Association	23,795	1	,000
N of Valid Cases	158		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 18,51.

Gender \* Age

			Crosstab					Total
			Age					
			18-24	25-30	30-36	36-42	42 and onwards	
Gender	Male	Count	39	23	7	3	3	75
		% within Gender	52,0%	30,7%	9,3%	4,0%	4,0%	100,0%
	Female	Count	56	16	4	1	6	83
		% within Gender	67,5%	19,3%	4,8%	1,2%	7,2%	100,0%
Total	Count	95	39	11	4	9	158	
	% within Gender	60,1%	24,7%	7,0%	2,5%	5,7%	100,0%	

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6,729 <sup>a</sup>	4	,151
Likelihood Ratio	6,811	4	,146
Linear-by-Linear Association	,831	1	,362
N of Valid Cases	158		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is 1,90.